

Sc

SEAT No. _____

No. of Printed pages:02

[24]

SARDAR PATEL UNIVERSITY
BBA (G) (Semester 3) EXAMINATION
2017

UM03FBBA03 - CORPORATE COMMUNICATION – I

Friday, 24th November 2017

02.00 p.m. – 04.00 p.m.

Total Marks: 60

- Q – 1 A** Discuss the character of Willy Loman, in the play 'Death of a salesman' 08
- B** Describe the relationship between Willy and his sons in Death of a Salesman. 07
- Q – 1 A** Justify: "Willy's image of America is a mistaken one: it is no longer the land of opportunity but a concrete jungle" 08
- B** Discuss the end of the play, 'Death of a Salesman' 07
- Q – 2 A** Write a short note on: Linda's role in the play 05
- B** Read the following passage and answer the questions that follow 10

Last year, the Government of India rolled out its Digital India programme envisioning a cash-less and digitally primed economy. This initiative was further reinforced through new policies such as demonetization, temporary limits on cash transactions, setting up point of sale machines in rural parts of India, discounts on digital transactions for fuel, insurance, etc. and many more.

It worked. Official statistics indicate an 80% increase in the value of digital transactions in 2017-18, with the total amount expected to touch INR 1,800 crore, according to the ministry of information technology. In fact, this increase has been profitable for the government, as it saved around \$9 billion by eliminating frauds in benefit payments. It also saved up to INR 57,029 crore in 2016-17 through direct benefit transfer, according to Aadhaar architect Nandan Nilekani.

However, as India moves towards a digital economy, it also gives rise to the need for stringent cyber security measures. Over the past two years, there has been a significant rise in cashless Ponzi schemes and fraudulent transactions. According to a report by The Print, cyber frauds targeting e-payments have been on the rise and cases related to e-wallets and e-payments (that were reported to banks) jumped from 13,083 cases in 2014-15 to 16,468 cases in 2015-16.

Moreover, according to the RBI, digital transactions--that leave behind a deep data footprint--grew by over 13% in October over September. Globally, too, the past few weeks have been painful from a cyber-security point of view. Be it the ransomware attacks that temporarily shut down many institutions and firms, or the Equifax breach exposed personal information of over 145 million, US customers or the 3 billion Yahoo e-mail accounts that had been breached in the 2013 attack - they all point towards the need for further

(P.T.O.)

investments in cyber-security.

Questions:

1. What is the aim of rolling Digital India Programme?
2. How this programme was further reinforced?
3. What are the benefits of digital transaction as per official statistics?
4. What are the treats of digital transactions?
5. State two security threats mentioned in the paragraph.

OR

Q – 1 A Write a short note on: Commentary on the Requiem (funeral ceremony) 05

B Read the following passage and answer the questions that follow 10

Entrepreneurial tendency appears to be influenced by individuals' adoption and knowledge of information technology (IT) and its applications. This is mainly due to the shift in business environment to digital economy and the dependence on IT. Scholars have overlooked the relationships between individuals' IT adoption and knowledge, and entrepreneurial tendency. 169 students were surveyed using questionnaire that measures their enterprising tendency, IT knowledge, and IT adoption. The results of correlation analysis showed significant positive relationships between individuals' entrepreneurial tendency, on the one hand, and their IT knowledge and IT adoption, on the other hand. Furthermore, the results of the analysis of variance revealed significant differences in the relationships by gender and age. The practical implication of this research is that entrepreneurial institutions and development centers need to incorporate IT and its applications at the front end in their effort to train entrepreneurs.

Questions:

1. What is entrepreneurial tendency?
2. What is the reason behind this tendency?
3. What was the objective of carrying out the survey?
4. What did the results reveal?
5. What is the practical implication of the research?

Q – 3 A Write a note on the merits and limitations of written communication. 10

B Write a short note on: Socio-Psychological Barriers 05

OR

Q – 3 A What is the importance of Upward Communication in an organization? 10

B Write a short note on: Semantic Barriers 05

Q – 4 A Write a short note on: The importance of sales promotional letters 05

B Draft a letter to promote the sales of 'Alpha-A1' Smart Phone. 10

OR

Q – 4 A Write a short note on: The objectives of sales promotional letters 05

B Draft a letter to promote the sales of 'QuickWash' washing machine. 10

— X —