

[6 & A-6]

Seat No.: _____

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Sardar Patel University
BBA (Gen) III Semester Examination
Corporate Communication I UM03FBBA02
Tuesday, 06th December, 2016
Time: 02:00 pm to 04:00 pm

Total Marks: 60

Que. 1 a). Give an account of the Opening of the play "Death of a Sales Man". (08)

Que. 1 b). Why did Willy Loman visit Howard Wagener? What was the outcome of this visit? (07)

Or

Que. 1 a). Draw a character sketch of Willy Loman. (08)

Que. 1 b). The end of the play "Death of Sales Man". (07)

Que. 2 a). Write a short note on: The role played by Linda Loman. (05)

Que. 2 b). Study the following passage carefully and attempt the questions.

Sales management is often described as the muscle behind Marketing Management, In fact, it does much more than providing the muscle. It is the sales management that translates the marketing plan into action. Sales Management will remain an indispensable and most important part of the Marketing Management as long as corporations employee salesmen to win customers and influence their attitudes. In modern organizations, sales management means the management of the total sales efforts, not just the supervision of the salesman. In fact, sales management is to be viewed as an integrated subsystem of Marketing Management.

The modern sales executive has to assume total responsibility for planning, directing, and controlling the personal selling of the firm. His prime responsibility is no doubt in the crucial area of selling, but his task does not stop with the achievement of sales quotas. He has to create market standing and brand image. He is responsible for bringing in the required profits, not merely sales volume.

There are many sales executives who plan and achieve big leaps in sales volumes. But it is often at the cost of profits. Sometimes converse happens. Sales executives are over concerned with gross margins and net profits and miss the volume of sales. Obviously, a happy balance between the two is required.

- 1). What are the duties of Salesman? (02)
- 2). What is expected of a sales executive today? (02)
- 3) What is the role sales management in the business? (02)
- 4) State whether the following statement are true of false. (02)
 - a). Marketing Management is a part of Sales Management.
 - b). Sales Management means merely the supervision of the task of salesman
- 5). Give meanings of: Crucial, Converse (02)

Or

Que. 2 a). Write a short note on: Biff Loman (05)

C.P. T. D.)

Que. 2 b). Study the following passage carefully and attempt the questions.

The RBI's initiative to provide information on defaulter will help improve banker's lending decisions.

If you have borrowed a small sum from the bank and you don't repay, you are in trouble. But if you have borrowed a large sum from the bank and you don't repay the bank is in trouble. The new policy initiated by RBI may be the first step to rescue banks from defaulting big borrowers.

Defaulters have enjoyed sun shine days for too long. In fact, many were getting increasingly brazen. Quite a few, after having defaulted with one bank did not hesitate to avail fresh credits from another bank. It is decided that banks will supply RBI with information on defaulters. The RBI will then circulate the information amongst all commercial and development banks. The banker is expected to check with the list of defaulters before sanctioning credit or offering non fund based services to a client.

The system of sharing information on defaulters will be in operation by the end of May. Banks will prepare bi-annually, a list of defaulters of three categories – those who have debts classified doubtful, bad and those against a suit has been filed. The scheme will cover both fund based and non fund based services. It will also include defaulters at overseas branches of Indian Bank.

- 1). Who are in trouble? (Select any two) (02)
 - a). Small borrowers, b). large borrowers,
 - c). Both bankers and small borrowers, d). large borrowers and bankers
- 2). Who can save the banks from big defaulters? How? (02)
- 3). Name the categories of defaulters. (02)
- 4). What is expected of the bankers? (02)
- 5). Find out synonyms of the following from the passage: (02)
 - a). save, b). shameless

Que. 3 Discuss in detail the Upward Communication and the Grapevine. (15)

Or

Que. 3 Write notes on the following:

- a). Semantic Barriers (08)
- b). Socio Psychological Barriers (07)

Que. 4 Explain various stages of writing an effective sales letter with suitable illustrations. (15)

Or

Que. 4 Write an effective sales letter to promote the sales of **any one** of the following products: (15)

- a). A herbal face wash
- b). An international news magazine.

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