

SEAT No. \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY****BBA (ISM) SEM-III (CBCS) (EXAMINATION)****Wednesday, 29<sup>th</sup>, November, 2017****02:00 P.M To 04:00 P.M****UMO3FBBS01 - Corporate Communication-I****Total Marks: 60**

Q. 1 Give the summary of "The Death of salesman" [15]

**OR**

Q. 1 Justify your answer 'The death of salesman' as a Tragedy. [15]

Q-2 [A] Give the answers from the following paragraph [10]

Games are part and parcel of human life. Their importance in life is no less than that of food. They are equally essential for the health of our body, mind and soul. They are a divine blessing after the day's mental and physical fatigue. They provide us with exercise as well as entertainment. They end the monotony and fatigue of the daily routing. The developed nations of the world have realized their importance. That is why: they give great importance to the games in every walk of life. Both national and international meets are held in various games and sports. At the international level, we have the Olympic games at regular interval of four years. At the regional level, it has the Asian games. Through the government of India is trying hard to improve the quality of sports by giving various incentives to the sports personal, but it is simply unfortunate that we have not been able to make any tangible mark in this field.

Answer the following questions:

1. What are the benefits of games in human life?
2. What do games provide us with?
3. Why do they develop nations give great importance to the games?
4. What does the government of India do to improve the quality of sports?
5. What are the effects of games on daily routine?

[B] Write a note on: character of Willy Loman. [05]

**OR**

Q-2 [A] Give the answers from the following paragraph [10]

Machines were made to be man's servants. Yet he has grown so dependent on

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them that they are in a fair way to become his masters. And machines are very stern masters. They must be fed with coal, and given petrol to drink and oil to wash with: and they must be kept at the right temperature. If they do not get their meals when they expect them, they grow sulky and refuse to work, or burst with rage and blow up and spread ruin and destruction all round them. So we have to wait upon them very attentively and do all that we can to keep them in good temper. Already we find it difficult either to work or play without machines, and a time may come when they will rule us altogether, just as we rule the animals. Machine saves time and energy for us, but we use them for making more and better machines. We must remember that machines themselves or the power that machines have given us are not civilization, but, aids to civilization.

Real civilization will come only when learn to use these machines as instrument in the service of humanity at large and prevent them from being a means of luxury and power for a few.

Answers the following questions:

1. With what purpose were machines invented?
2. How are we required to look after machines?
3. What happens when machines are neglected?
4. In what way are machines useful to us?
5. When do machines become a curse to mankind?

[B] Write a note on: character on Biff Loman. [05]

Q-3 Discuss the psychological barriers in detail. [15]

OR

Q-3 [A] Discuss the semantic barriers to an effective communication. [08]

[B] Discuss the grapevine as informal types of communication in brief. [07]

Q-4 Draft the sales promotion letter on 'VIVO V7' android phone. [15]

OR

Q-4 [A] Discuss the three P's that a sales correspondent must know. [08]

[B] Discuss the objectives of sales promotion letter's. [07]

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