

**Malini Kishor Sanghvi College of Commerce & Economics**

**FYBCOM**  
**50 Marks**

**SEM- II**

**BUSINESS COMMUNICATION**

**SECTION B**

1. Attempt all the questions
2. Figures to the right indicate full marks
3. Marks will be deducted for spelling and grammatical mistakes

**Q2. Answer any 01 of the following: 10**

- A. Define 'committees' Describe the advantages and Disadvantages of the committee system
- B. Define 'Public Relations'. Discuss the role and significance of Public Relations
- C. What are 'Conferences'? Write the schedule of a Conference

**Q3. Write Short Notes on any 03 of the following: 15**

- A. WASP Technique of Interview
- B. Group Discussions
- C. Disadvantages of Meetings
- D. Role of the Chairperson of a meeting
- E. Grievance Interviews

**Q4. Answer any 03 of the following: 12**

- A. Draft a Sales letter to promote any 01 of the following product:
  - i. A new brand of jeans
  - ii. A new brand of ice-cream
- B. Write an adjustment letter from Wet & Dry Rainwear Ltd to Star Bazaar Store who have complained to you about the delay in the rainy shoes supplied by you in the last order. Make suitable adjustment
- C. You had bought a Refrigerator of Blue Star Electronics Brand. It started giving you trouble from the first month of installation. You Complained to Blue Star Electronics and they sent their technician for repairs. After some time the Refrigerator stopped functioning again. Write a Complaint Letter to District Consumer Grievance Redressal Cell complaining against Blue Star Electronics ltd who refuse to attend to your complaints.

D. Write an RTI query to BMC 'R' ward to find out about the status of a plot of land in your area which was reserved for a public park but over which a shopping mall has been constructed.

**Q 5 A.** Write the Notice and agenda of the 7<sup>th</sup> Annual General Meeting **04**

of Mindtree Ltd. Also, draft 02 Resolutions of the same meeting

**B.** Summarise the following passage into 1/3 rd of the length and **04**

give a suitable title

Our forests are important sources of natural wealth, covering one- fifth of country's land area. They supply the timber for the railways, buildings and furniture making. They also supply the fuel for cooking and the bamboo for papermaking. Medicinal herbs also come from the forests. In olden days, our wisemen and philosophers had their ashrams in the forests. These ashrams were centres of knowledge and learning. Those sages had done an excellent job of maintaining our forests. So, we had wonderful forests. Unfortunately, forests were ruthlessly cut down in the past few years. While the forests are disappearing, the demand for timber is growing. We must, therefore, protect and develop our forests. Vanmahotsav is an important step in this direction. It is observed for a week in July every year. During this week, lakhs of saplings are planted throughout the country. This is being done to restore our fast-disappearing forests. Still, deforestation poses a serious threat to forests on the earth. Deforestation causes soil erosion, sudden floods and global warming **(171 words)**

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