

FYBIM sem II Reg & A.T.K.T. Exam March, 2020

3/3/20

F.Y.B.I.M.
SEMESTER II
BUSINESS COMMUNICATION – II

TIME: 2 ½ HOURS

MARKS: 75

- NOTE: (1) Please check whether you have received right question paper.
(2) All questions are compulsory.
(3) Figures to the right indicate marks.



Q.1 (A) State whether the following statements are True or False. (Any eight)

(8)

1. Group Discussion is a traditional screening technique for job selection, placement and elimination.
2. The sequence of the items in the agenda cannot be altered without the consent of the members.
3. The number of participants in a conference cannot be more than thirty.
4. The preparation of in house journals, brochures, newsletters is not the responsibility of the PR department of an organisation.
5. A complaint to a grievance cell must be lodged on stamp paper.
6. If the applicant of an RTI has a below poverty line card he does not have to pay any fee.
7. The four P's of a presentation are plan, produce, practice and present.
8. The third stage of a selection interview is supplying information.
9. A solicited letter of enquiry is sent in response to an advertisement.
10. Appeal to economy means getting attracted by low costs.

(B) Match the Columns. (Any Seven)

(7)

A		B	
1	Font Size	a	7 – 10 participants
2	Group Discussion	b	30
3	Interview	c	Formal, Informal
4	Meeting	d	French origin
5	Conference	e	Staff and Management
6	Internal Public	f	Conferentia
7	Letters of Inquiry	g	Dear Traveller
8	Creative Salutation	h	Requests for Information
9	Leaflet	i	Value of Rs. 20 lakhs
10	District Consumer Forum	j	Colorful

Q.2 (A) Explain Produce and Practice as prime elements of Presentation.

(7)

(B) Throw light on Physical, Mental and Psychological conduct.

(8)

(OR)

(C) Explain the concept of Meeting in brief and elucidate its types.

(7)

(D) What are the measures to promote External Public Relations?

(8)

Q.3 (A) As the General Manager of Marriott Hotel, Juhu, write a Letter of Inquiry addressed to Miller Textiles Pvt. Ltd., asking for a quotation for 2,000 bed sheets and 4,000 pillow covers. Use the Complete Block Layout. (7)

(B) You had ordered designer outfit from an online site of Manyavar. Attire in the package received by you was in a damaged condition. Write a Letter of Complaint, asking for either a replacement or a refund. Use the Modified Block Layout. (8)

(OR)

(C) A Committee has been appointed to investigate the feasibility of starting a ZARA outlet at Thane. Prepare a Report with recommendations for the same. (10)

(D) Prepare a Notice and Agenda for a Board Meeting of Liam Print Productions Pvt. Ltd., Worli, Mumbai. (5)

Q.4 (A) Draft a Sales Letter promoting 'Natural Ice Cream's limited edition Malai Khurma', a festive variant containing richness of dry fruits. Use the Semi Block Layout. (7)

(B) Draft a letter addressed to The President, District Consumer Redressal Forum, Sudarshan Building, Gokhale Road, Dadar, Mumbai complaining about a defective Laptop sold to you by Malhotra Electronics, Marine Lines, Mumbai. Use the Complete Block Layout. (8)

(C) A Driver's License has not been issued to you in spite of having passed the Driver's Test and submitting all required documents. (7)

(D) Summarize the following passage. (8)

Speaking in public is as difficult as singing or acting. It requires careful rehearsals so that the public speaker appears spontaneous. The great speakers of ancient Greece and Rome used to prepare an important speech as painstakingly as a stage artist prepares for a performance. After writing it out and rehearsing it over and over again they would deliver it in front of a few trusted friends and critics and repeat it till they knew every syllable and gesture and their speech would appear as a genuine outpouring of real emotion. That is why, to this day we read and study speeches of great orators like Cicero. A single page of his speech contains more concentrated thought, experience, psychological knowledge and training than many speakers may be able to command in their entire lifetime.

Q.5 Write short notes on the following. (Any three) (15)

- (A) Video Conference
- (B) Exit Interview
- (C) AIDA Formula
- (D) Notice
- (E) Public Relations and its Classification
