

Malini Kishor Sanghvi College of Commerce and Economics

Business Communication

Class: FYBMS/BBI/BFM/BIM/BAF

Sem: II

Note: All questions are compulsory with internal choice

Section - B

Marks:40

Q 2 Attempt any ONE of the following: (8)

- a) Discuss the importance of Internal Public Relations.
- b) Distinguish between the Meeting and Conference and explain the advantages and disadvantages of Conference
- c) What is an Interview ? Explain any Four types of Interview.

Q 3 Attempt any Three Short Notes of the following: (12)

- 1) Role of an Interviewer and Interviewee
- 2) Role of the Convener of a meeting
- 3) Preparation for meeting
- 4) Group Discussion
- 5) Advantages and Disadvantages of meeting

Q 4 Attempt any Three of the following: (12)

- a) Write a sales letter to promote the sale of a Space-saving multi-purpose furniture.
- b) You had purchased Silver Jewellery worth Rs.25000/- through online shopping and had made an advance payment of the entire amount as COD wasn't available. You have not got the Jewellery for the past two months inspite of several requests and reminders. Draft a letter addressed to the Consumer Redressal Forum seeking refund of the entire paid amount with suitable Compensation.
- c) Draft an RTI letter seeking information regarding your passport that has not been delivered to you inspite of having submitted the required documents and completing all the necessary formalities over two months ago.

d) Lakshmi Jani wants to purchase a Platinum Vacuum Cleaner. Write a letter of Inquiry on her behalf to Bharat Electronics, Byculla, Mumbai inquiring about the various models , their features and prices.

Q 5 a) Prepare the Notice and Agenda for the Annual General Meeting of Aptech Computers, Worli, Mumbai. Also draft One Resolution of the following: (4)

- i) Appointment of a Director
- ii) Resignation of an Auditor

b) Summarize the following passage and give the suitable title: (4)

Most of the water in the soil is rain water and theoretically it should be as pure as distilled water. Fortunately, however, this is usually not the case, for plants need not only water to live, but also minerals – vital salts which are liberated during the decomposition of rock and soil. This decomposition is a continuous process and proceeds fastest at high temperature. When there is plenty of rain, most of the salts produced by decomposition are washed away into streams and rivers, and a proper mineral balance is maintained.

The salt concentration in the ocean is also high and very few land plants grow in sea water. Most plants which grow on beaches, such as the coconut palm, actually live on fresh water, paradoxical though this may seem. The seashore may be their habitat because the ocean currents will distribute their seeds, the coconuts, but they can no more live on salt water than any other plant. In fact, their roots do not reach sea water, but only go down to the fresh water which, being lighter than the salt, floats on top of it. Thus, when it rains on the sandy tropical beaches, the rain water raises the water table in the sand, forcing the salt water downward and outward.

