

FYBIM - SEM - II A.T.K.T Exam
SEP - 2022

[Time: 2 ½ Hours]

Sub - Bus. Communication - II
22/09/22

[Marks:75]

Please check that you have the correct Question Paper.

N.B: 1. All questions are compulsory.



08

Q.1 A Fill in the blanks with suitable options: (Any Eight)

- 1) A Selection or Employment Interview is also known as aInterview.
(Job/ Segregation/Selector)
- 2) If the Chairperson isthe conference activity suffers.
(too weak/ too dominating/either too dominating or too weak)
- 3) A Group Interview is similar to a
(Group Discussion/ Panel Interview/ Structured Interview)
- 4) The first step towards organizing a Meeting is to
(decide the venue/determine the purpose/inform the members)
- 5)refers to a meeting for discussion or an exchange of views.
(Board Meeting/ Committee Meeting/ Conference)
- 6)is an ongoing activity.
(Public Relations/Group Discussion/Conference)
- 7) A / Anprovides a personal touch which promotes goodwill.
(Open House/ Press Conference/ Exhibition)
- 8) Justice delayed is justice.....
(denied/ delivered/ granted)
- 9)are designed to be handed out to people for Sales Promotion.
(Leaflets/ Memos/ Reports)
- 10) A/An Report deals with the assessment and promotion of employees.
(Project / Appraisal / Inspection)

B State whether the following statements are True or False (Any Seven):

07

1. Screening of applications involves short-listing of eligible candidates.
2. The purpose of writing a Letter of Complaint is to start a quarrel.
3. Users of railways and airways are also consumers.
4. Sponsoring sports events promotes the External Public Relations of an organization.
5. In a Seminar, journalists are invited to ask questions which are replied to by a spokesperson of the organization.
6. At a conference, the delegates have no voting right.
7. A Business Report is the same as a Media Report.
8. Public Relations is the same as Advertising.
9. One should never display leadership skills in a Group Discussion.
10. A Summary is the same as a Précis.

- Q.II a How should an interviewer prepare himself/ herself to conduct a Job Interview? 07
b List and discuss the advantages and disadvantages of conferences. 08

OR

- c When should an Exit Interview be conducted? What are its advantages? 07
d List and explain the measures that can be taken by an organization to promote External Public Relations. 08

Q.III a As the General Manager of Stallion Group of Hotels Pvt. Ltd., write a Letter of Inquiry addressed to Mehta 07
Textiles Pvt. Ltd., asking for a quotation for 2,000 bed sheets and 4,000 pillow covers. Use the Complete
Block layout.

- b You had ordered three books from Amakon - an online Bookselling Company. Two of the books in the 08
package received by you were in a damaged condition. Write a Letter of Complaint, asking for either a
replacement or a refund. Use the Modified Block layout.

OR

- c A Committee has been appointed to investigate the feasibility of starting a fruit canning factory at 10
Ratnagiri. Prepare a Report with recommendations for the same.
d Prepare a Notice and Agenda for a Board Meeting of Millenium Industries, Vikhroli, Mumbai. 05

Q.IV a Draft a Sales Letter to promote the sales of a Sofa-cum-Bed. Use the Semi Block layout. 07

- b Draft a letter addressed to The President, District Consumer Redressal Forum, Sudarshan Building, 08
Gokhale Road, Dadar, Mumbai complaining about a defective washing machine sold to you by Dedhia
Electronics, Charni Road, Mumbai. Use the Complete Block layout.

OR

- c A Driver's License has not been Issued to you in spite of having passed the Driving Test and submitting all 07
required documents. Draft a letter under the Right to Information Act asking about the reasons for the
delay.

- d Summarize the following passage: 08

A concentration camp (or internment camp) is a place where a government forces many people to live. Usually, those people belong to groups the government does not like. The government may think these people are its enemies. In the past, governments have also put people in concentration camps because they belonged to a certain religion, race or ethnic group.

During World War II, Nazi Germany created many concentration camps, slave labor camps and extermination camps (death camps). Nazi Germany's leader, Adolf Hitler, thought that certain groups of people were inferior (not as good as others). He even thought there were groups of people who did not deserve to live - he called them "life unworthy of life." These three groups were Jews, Roma people and people with disabilities. Hitler wanted his Nazis to kill every Jew, Roma and disabled person in Europe.

Hitler also wanted to get rid of other groups he did not like, including people who he thought might challenge or fight the Nazi government. These people included Socialists, Communists, people of certain religions, and members of resistance movements (groups who tried to fight the Nazis in any way they could).

Q.V Write short notes: (Any Three): 15

1. Grievance Interview
2. The Need and Importance of Meetings
3. Teleconferencing
4. The 'Publics' of Public Relations
5. The AIDA Formula