

F.Y. BIM - Sem II - Reg. Exam - May '22

B.C. - 12.5.22



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)

- How does the Public Relation Department Communicate with the External public ?
- What is Conference ? Discuss the advantages and disadvantages of conferences.
- Define the term "Interview" and explain in briefly the types of interview.

Q 3 Attempt any Three short Notes. (12)

- Role of the Chairperson in a meeting
- Advantages and Disadvantages of Meetings
- WASP technique of conducting an interview
- Group Discussion
- House-Organs and News-letters

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

- Write a sales letter to promote the sale of a frost-free refrigerator
- Sohan Gupta had paid his telephone bill in time, yet his telephone line was disconnected on charges of non-payment. This has happened for the third consecutive month. Draft a letter on his behalf addressed to the Consumer Redressal Forum seeking Compensation for the harassment and immediate restoration of the connection.
- Draft an RTI letter seeking information regarding your application for a driving license that has not been processed inspite of having passed the driving Test and having submitted the required documents three months ago.

- 4) An educational institution requires one hundred and fifty desks for its classrooms. Draft a letter of inquiry addressed to Famous Furniture Mart asking for a price-list and Catalogue.

Q 5 a) Draft the Notice and Agenda for a monthly Board Meeting of Nitin Cotton Textiles, Surat. Also draft any ONE Resolution of the following: (4)

- i) Appointment of Secretary
- ii) Resignation of a Director

b) Summarize the following passage: (4)

As today's bride and groom celebrate their wedding, they have every excuse for being nervous. They exchange promises of lifelong fidelity and mutual support. However, all around them, they can see that many people do not and cannot keep these promises. Their own marriage has a one in three chance of divorce, if present tendencies continue.

Traditional marriage is facing a crisis, at least in Britain. Not only are there more and more divorces, but the number of marriages is falling. Living together is more popular than before. The family is now no longer one man, one woman and their children. Instead, there are more and more families which include parents, half sisters and brothers, or even only one parent on her / his own.

Although Britain is still conservative in its attitudes to marriage compared with other countries such as the USA, Sweden and Denmark, the future will probably see many more people living together before marriage - and more divorce. Interestingly, it is women rather than men who apply for divorce. Seven out of ten divorces are given to the wife. Also, one of the main reasons for divorce, chosen by ten times more women than men, is unreasonable or cruel behaviour. Perhaps this means that women will tolerate less than they used to.
