

14/3/20

Class: F.Y.BMS

Semester 2



Time: 2 ½ Hours

(75 marks)

Please check whether you have got the right question paper.

N.B: 1. All the questions are compulsory.

2. Figures to the right indicate full marks.

**Q1) A) Fill in the blanks: (Any 8) (8 Marks)**

- 1) The \_\_\_\_\_ is still very popular presentation device used today. (LCD, OHP, LED)
- 2) To guard against halo error, interviewer must avoid being \_\_\_\_\_. (cordial, biased, disrespectful)
- 3) Meetings have \_\_\_\_\_ agenda. (indefinite, flexible, fixed)
- 4) \_\_\_\_\_ address is a speech by the Chief Guest about the need, purpose and possible outcomes of a conference. (keynote, public, private)
- 5) Public Relations professional often need to \_\_\_\_\_. (lie, multitask, organise)
- 6) \_\_\_\_\_ letters request overdue payments. (claim, collection, inquiry)
- 7) In the AIDA formula, A at the beginning stands for \_\_\_\_\_. (attention, attract, advertise)
- 8) \_\_\_\_\_ is defined as any moveable property including shares. (service, goods, commodity)
- 9) \_\_\_\_\_ also includes certified samples of material. (RTI, RBI, SEBI)
- 10) \_\_\_\_\_ Report follows a prescribed format. (formal, informal, periodic)

**B) Match the Columns. (Any 7) (8 Marks)**

- |                         |  |
|-------------------------|--|
| 1) Power point          | a) indicative of the content of the report   |
| 2) Mock interview       | b) provides for grievance redressal          |
| 3) Resolution           | c) central government                        |
| 4) Valedictory function | d) least expensive and most selective medium |



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|------------------------|---|
| 5) Press clippings     | e) protects financial interests of the firm   |
| 6) Credit Policy       | f) cutting articles                           |
| 7) Sales letter        | g) give out certificates to participants      |
| 8) National Commission | h) formal expression of decision taken        |
| 9) RTI                 | i) means of rehearsing                        |
| 10) Title Report       | j) provides information in the form of slides |

**Q2. A) "The leader plays an important role in group discussion." Discuss. (8 Marks)**

**B) Discuss the advantages of committee meetings. (7 Marks)**

**OR**

**C) Explain Grievance interview. Why and how should it be conducted? (7 Marks)**

**D) Discuss the qualifications Public Relations officer. (8 Marks)**

**Q3. A) Chirantana Bhatt wants to purchase a dinner set. Write a letter of Inquiry on her behalf to Cameron Crockery, Churchgate, Mumbai, inquiring about the various designs and prices. Use Complete Block Layout. (7 Marks)**

**B) Randheer Vasavda had ordered yoga mat from Amazon. When he received the mat, the mat was torn due to poor packaging. Draft a letter of complaint and ask for a replacement of the damaged goods. Use a Modified block Layout. (8 Marks)**

**OR**

**C) The Staff of a company have complained about unhygienic conditions of their canteen. A committee has been formed to look in to the matter. Draft a Report of the committee's report. (10 Marks)**

**D) Draft a Notice and Agenda the first Annual General Meeting of Prachin & Co. (5 Marks)**

**Q4.A) Draft Sales letter to promote the sales of Jasmine detergent powder. Use the Semi block layout. (7 Marks)**

**B) Ms. Divya Shetty purchased goods worth Rs.50,000 through e-commerce website and made advance payment of the entire amount. She failed to get the merchandise in spite of repeated reminders and requests. Draft a letter of to the consumer Redressal Forum seeking either the merchandise or the amount with compensation. Use the Complete Block layout. (8 Marks)**

**OR**

**C) Ms. Nehal Shah has retired two years ago has not yet begun receiving his pension inspite of being entitled to it. Use the RTI to apply to the Pension office. (8 Marks)**



**D) Summarise the following passage. (7 Marks)**

The massed humanity of Asia grows relentlessly and the countries with the largest population are expected to face an increasing struggle to feed their new mouths, agricultural analysts said. By the end of the century, 60 per cent, or 3.75 billion people, of the earth's population will live on this crowded continent, according to the UN projections, nearly two thirds of them will be in China and India. Officials in Beijing have announced record grain harvests and pledged that China is able to feed its 1.2 billion people, despite losses caused by floods and droughts and the growing food demands of an increasingly better off population. But China has been losing cropland at a record rate. China's huge population and dwindling water resources had also helped to turn it from a net grain exporter two years ago to the world's second biggest importer behind Japan in 1995. Economic reforms have increased pressure on land use, with industrial estates and housing swallowing once productive land, prompting authorities to try to curb construction. Beijing took steps to boost the harvest by raising government grain procurement prices-paid to farmers for asset portion of their harvests of 480 million tonnes in 1996, about 15 million tonnes more than last years' bumper yields. In the past five to seven years, the growth in Indian food production has not been very impressive. Production had hovered around 185 million tonnes with an addition or fall of two or three million tonnes. While population is galloping and India has added about 100 million in five years to its population of 830 million, food production has not gone up correspondingly. 'Given the technology unfolding in the next five to ten years, liberalisation of the economy and past performance, we feel India will be reasonably okay after taking care of the population growth.' Said an analyst. He said projections made up to 2020 show that in a normal year there would be a net surplus in agricultural production and in years with below normal monsoon there could be marginal surpluses. 'There will be no famine situation. We will continue to be a net exporter in the coming years.' he said. (388 words)

**Q5. Write Short notes. (Any 3)**

**(15 Marks)**

- 1) Disadvantages of conference
- 2) Tips when using an Over Head Projector
- 3) Main objectives of House Organs and Bulletin
- 4) Powers of District Forum
- 5) Impart hints for Brevity

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