

FYBAF sem II Reg & A.T.K.T. Exam March-2020
06/3/20

F.Y.B.A.F.
SEMESTER II
BUSINESS COMMUNICATION – II



MARKS: 75

TIME: 2 ½ HOURS

- 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. A group discussion is the same as a debate.
2. Shareholders of a company may attend a Board Meeting.
3. A teleconference is the same as a video conference.
4. Every person in an organisation is directly or indirectly a PR person.
5. The full form of CPA is consumer protection act.
6. The full form of RTI is Right to Information.
7. The standard size of a transparency is A4.
8. A group interview is similar to a group discussion.
9. A dissatisfied customer may lodge a complaint with the consumer grievance cell.
10. Appeal to health and cleanliness is usually about detergents, soaps, phenyls, etc.

(B) Match the Columns. (Any Seven)

(7)

A		B	
1	Practice	a	Name tags to identify
2	Group Discussion	b	Back up plan ready
3	Open Ended Questions	c	Controls the meeting
4	Chair person	d	Why, What, How
5	Teleconference	e	Promote Internal Public Relations
6	Employee Motivation	f	Phone meeting
7	Ex-Factory	g	To provide information
8	Sales Letter	h	Price of the goods at factory
9	Flier	i	2005
10	Right to Information Act	j	No color scheme

Q.2 (A) Mention two requisites of presentation and explain in detail.

(7)

(B) Mention qualities required in a participant for success in a group discussion.

(8)

(OR)

(C) Why Interview is organized and how should a candidate conduct himself at a Job Interview?

(7)

(D) Throw light on modern methods of arranging conference.

(8)

Q.3 (A) As the General Manager of Sun & Sand Hotel, write a Letter of Inquiry addressed to Mystic Group of Pvt. Ltd., asking for a quotation for 200 Air Conditioner for hotel rooms. (7)

Use the Complete Block Layout.

(B) You had ordered Indian wear from Kiara Design Studio. While receiving the package, you realized a mistake in total bill. Write a Letter of Complaint. Use the Modified Block Layout. (8)

(OR)

(C) A Committee has been appointed to investigate the feasibility of starting Kora Organic store at Phoenix Market City. Prepare a Report with recommendations for the same. (10)

(D) Draft a Notice and Agenda for the First Board Meeting of Kapoor & Sons, Worli, Mumbai. (5)

Q.4 (A) Draft a Sales Letter promoting 'Italy in a Box – a modern day café with cozy vibes to relax, featuring choices of tasty and healthy snacks for youth and mature adults in the city'. (7)

Use the Semi Block Layout.

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

(OR)

(C) Draft a letter under the Right to Information Act addressed to The Inspector – in – Charge, Andheri (W) Police Station, Mumbai, inquiring about the action taken against two hawkers who had been arrested for stealing electricity from street posts. (7)

(D) Summarize the following passage. (8)

The Koala bear of Australia is a living 'teddy bear'. It has a thick coat of soft grey fur, a large head, big ears, a black nose, small dark eyes and no tail. The Koala is a gentle, defenseless animal. It makes no nest. It simply sits on the forked branches of trees with poor balance, because unlike birds it cannot balance itself with a tail, as it has no tail. It likes to sit on gum trees because their leaves are its staple diet. If it has no leaves to feed on, the Koala does not move in search of food. It simply stays where it is and starve to death. This national animal of Australia is given protection by government agencies. Gum trees are planted and protected to ensure a supply of the diet needs of the Koala. Road construction in areas which are the natural habitation of Koala bears is also strictly prohibited ever since some koala bears, started by the noise of fast moving vehicles and honking fell of trees and was run over.

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

(A) Limitations of Group Discussion

(B) Grievance Interview

(C) Types of Company Meetings

(D) Advantages of Conference

(E) Types of Appeals
