



SUB: Business Communication (Sem II)

Class: ~~FYBMS/~~ / ~~FYBAF/~~ ~~FYBIM~~

Marks 75

Time: 2 : 30 min

N.B.: All Questions are compulsory

Q 1. (a) Fill in the blanks with suitable options: (Any 8)

(8)

1. The -----Interview allows employees to express their complaints

- A. Grievance B. Job C. Appraisal D. Exit

2. "A body of persons appointed or elected to meet on an organized basis for the consideration of matters brought before it" is called _____.

- A. Conference B. Committee C. Session D. Group

3. The RTI Act came into being in _____.

- A. 2005 B. 2006 C. 2010 D. 2007

4. Web based Seminar is called _____.

- A. WEBINAR B. SEMINAR C. Conference D. Symposium

5. _____ creates a rapport between employees and Management.

- A. Suggestion Scheme B. Complaint C. Notice D. Advertisement

6. In a Sales Letter, the formula AIDA stands for _____.

- A. Action, Interest, Decision, Attract Attention
B. Attract Attention, Interest, Desire and Action
C. Attention, Idea, Desire and Action D. Attendance, Idea, Desire and Action

7. Consumer Grievance Letters are sent to -----

- A. An Industrialist B. The Consumer Redressal Forum C. Seller D. Buyer

8. _____ in the passage, elaborate/explain the main idea.

- A. Title B. Examples C. Topic sentence D. The first sentence

9. The minimum number of members required for a meeting is called as _____.

- A. Resolution B. Quorum C. Proxy D. Prospectus

10. To 'confer' means to -----

- A. converse/ consult/discuss B. dictate C. mute D. maintain silence

(b) State whether the following statements are True or False: (Any 7)

(7)



1. Agenda is kept a secret till the meeting begins.
2. Organising a conference does not involve public relations.
3. Guest speakers are sent thank you letters.
4. Screening of application involves short-listing of eligible candidates.
5. In an interview questioning is more important than listening.
6. Government bodies are a part of the Publics.
7. A Press release must be greatly detailed.
8. State Commission acts at the base level.
9. RTI promotes transparency and accountability in the working of every public authority.
10. Report should be reader oriented.

Q 2. (a) How should an interviewer prepare himself/herself to conduct a Job Interview?(7)

(b) List and discuss the advantages and disadvantages of Conferences. (8)

OR

(c) What is a Grievance Interview? Why should it be conducted? (7)

(d) Define Public Relations. List and explain any five measures to promote the external Public relations of an organization. (8)

Q 3. (a) Write a letter of inquiry to Lindas Apparels Ltd. Enquiring about various types of mens wear that you wish to stock in your shop. (7)

(b) Chaitanya Stores, Nashik has received a consignment of bangles from Shiva Bangles, Faridabad in a damaged condition. Write a complaint letter on their behalf. (8)

OR

(c) A Committee has been formed to investigate the possibilities of setting up a branch of Royal Fit gymnasium and yoga centre in your college. Draft the covering letter and report of the committee with favourable suggestions. (10)

(d) Prepare a Notice and Agenda for a Board Meeting of Jagruti Industries, Vikhroli, Mumbai. (5)



Q 4. (a) Write a sales letter for the promotion of a Washing Machine.

(7)

(b) Mr. Sanjeev Patil from Mumbai had purchased on 1.5 Ton Voltaz Premium Split AC from Joshi Electronics Co. The air conditioner was not working properly since installation and required frequent repairs. During the course of repair, the machine damaged the compressor of the AC. This was brought to the notice of Joshi Electronics Company. In spite of the repeated pleas by Mr. Sanjeev Patil to replace the compressor, the company did not take action. Write a letter to the Consumer Redressal Forum seeking justice.

(8)

OR

(c) Many street lights on Dindayal Road, Dahisar have not been working for the past 4 months and the complaints to BMC have not been attended to. Write a RTI query.

(7)

(d) Summarize the following passage and give the suitable title:

(8)

Do we know the difference between knowledge and wisdom? Is there a need to know the difference between them? Are we well equipped to handle the vagaries of existence with what is known to us? Knowledge means all that we acquire from what we read, hear or see. Wisdom means the ability to choose from what is available to us and then use it for our own benefit. Today, the world has started talking about the value based education. What does it mean? In simple terms it means two things. First, it accept that current education has badly let down. Secondly, it lays stress on values, and hence wisdom, instead of mere knowledge. How do we acquire this value based education? We need education only to make us live better and more joyously. Once we know this we must add only those things in education which achieve this aim. The dictum that "A healthy mind can exist only in a healthy body" is a time tested one. Schools, thus become sources of healthy bodies too. This can best be achieved by yoga because games are beyond our financial capabilities. Yoga is very beneficial. It occupies so little space, and can be done without the least bit of fuss. One wonders why schools have not adopted it as a mandatory subject at all levels.

Q 5. Write short notes. (Any 3)

(15)

1. Functions of the Public Relations Department of an organization
2. Videoconferencing
3. Appraisal Interview
4. Role of a Chairperson in a Business Meeting
5. Advantages and Disadvantages of meeting