

FYBAF sem II Reg. Exam April - 2023

SUB: Business Communication (Sem II)

06/4/23

Class: FYBMS/ / FYBAF/ FYBIM

Marks 75

Time: 2 : 30 min

N.B.: All Questions are compulsory



Q 1. (a) Multiple Choice Questions: (Any 8)

(8)

1. A final decision taken in a meeting is called _____

- A. Resolution B. Agenda C. Committee meeting D. Notice

2. In _____ meeting, company's Profit and Loss Account and Annual Report are presented

- A. Annual General B. Statutory
C. Special Meeting D. Routine Meeting of Board of Directors

3. Who writes letter to Consumer Grievance Redressal Cell?

- A. The President, Consumer Disputes Redressal Forum
B. Consumer who is exploited by an unscrupulous business person
C. The Judge, High Court D. A lawyer

4. The RTI Act came into being in _____.

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

5. Appraisal interview is also called _____ interview.

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

6. The long form of WASP (Interview technique) is _____

- A. write, Acquire, Supply and Parting B. welcome, Attire, Send and Parting
C. welcome, Acquire information, Supply information and Parting
D. Wish, Attend, Supply and Parting

7. Employees speak frankly and fearlessly in an _____ interview.

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

8. In a Conference, presenters present their papers in _____.

- A. the Inaugural session B. the Valedictory function
C. the Technical session D. the Opening session

9. Conference schedule includes:

A. Registration; Inaugural Session; Technical Sessions; Valedictory Function.

B. Registration; Technical Sessions; Valedictory Session.

C. Inaugural Session; Valedictory Function

D. Registration; Inaugural Session and Valedictory Function

10. An Organization's -----includes customers, shareholders, investors, other business persons, govt people, social workers etc.

A. External Public

B. People

C. Staff

D. Management

Q 1. (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) Your college wishes to set up a new computer lab and needs to buy 50 computers. Write a letter of inquiry to Rohit Computers enquiring about price lists and other details.(7)

(b) Shubham Stationery Store had ordered a variety of pens from Gold Pen Dealers. On receiving the delivery of the consignment they found that an entirely different set of articles has been sent to them. Draft their complaint and claim letter asking for replacement of goods. (8)

OR

(c)As the Chairperson of the Committee that has been appointed to investigate the causes of decline in sales at Jhonson and Jhonson Ltd., draft your report with a covering letter.(10)

(d) Prepare the Notice and Agenda for the Annual General Meeting of Aptech Computers, Worli, 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)

Most of us know that cancer, heart disease and stroke are the leading causes of death in the west. But many people would be surprised by the next biggest killer: the side effects of prescription medicines. Adverse drug reaction kills more than 110,000 people in a year in the United Kingdom, and more than 100 000 in the United States of America.

Many studies published in the scientific literature comparing drug side effects in humans and animals have found animal tests to be unlikely to predict any more accurately than if you had simply tossed a coin. One review of human- animal correlation in drugs that has been withdrawn found that animal tests predicted the human side effects only six out of



114 times. Hundreds of drugs used to treat strokes have been found safe and effective in animal studies, and then injured or killed patients in clinical trials.

Dr Richard Klausner, former director of the US National Cancer Institute lamented that the history of cancer research has been a history of curing cancer in the mouse. "we have cured mice of cancer for decades, antisimplly did not work on humans". Cigarette smoke, asbestos, arsenic, benzene, alcohol and glass fibre are all safe to ingest, according to animal studies. Penicillin , the world's first antibiotic, was delayed for more than 10years by misleading results from experiments on rabbits, and would have been shelved forever had it been tested on guinea pigs, which it kills. Even the handbook of laboratory Animal Science admits that uncritical reliance on the results of animal tests can be dangerously misleading and has cost the health lives of tens of thousands of humans.

Q 5. Attempt any Three Short Notes of the following: (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**
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