

# FYBBI sem II Reg Exam April - 2023

FYBFM/ FYBBI

Business Communication- Sem II

75 marks

2 ½ hrs

06/4/23



Note: Answer all Questions

Figures to the right indicate full marks

**Q I A Fill in the blanks with the most appropriate option:**

10

1. Group Discussion is a tool used by B schools to assess \_\_\_\_\_ of the candidate.  
(personality, views, academics)
2. A reprimand interview is a kind of \_\_\_\_\_ interview. (assessment, appraisal, punishment)
3. One of the aims of \_\_\_\_\_ interview is to promote goodwill towards the company. (appraisal, selection, panel)
4. The error by the interviewer in which he/ she imagines the candidate to be like himself/ herself is called \_\_\_\_\_ error (halo, mirror image, logical)
5. Employees can speak freely and fearlessly in \_\_\_\_\_ interview (grievance, exit, selection)
6. Reaching an agreement with all members in a meeting is called \_\_\_\_\_ (co-ordination, group dynamics, consensus)
7. The minimum number of voting members for a meeting to be convened is called \_\_\_\_\_ (resolution, notice, quorum)
8. \_\_\_\_\_ of a meeting ensures that the meeting starts and finishes on time. (secretary, leader, chairperson)
9. \_\_\_\_\_ function officially marks the end of a conference (inaugural, technical, valedictory)
10. A Round Table Conference involves coming together of \_\_\_\_\_ (peers, seniors, VIPs)

**Q I B Match the columns:**

05

No	Column A	No	Column B
1	Null adjustment	A	Method of upward communication
2	House Organs	B	Television
3	Suggestion Schemes	C	Questionnaires
4	Mass Media	D	Periodic publications in an organization
5	Data Collection	E	When complain is baseless

**QII A. Define Interviews. Discuss Appraisal interview in detail**

07

**B. What are Conferences? Discuss the different types of conferences**

08

OR

**QII C.** What are selection interviews? Discuss the WASP technique of conducting an interview 07

**D.** Define Public Relations. Discuss the role of Public Relations in an organization 08

**QIII A.** Write a letter of inquiry to Maharaja Bhoj Caterers inquiring about the cost of a lunch 07

that you wish to arrange for 75 staff members of your organization

**B.** Write a reply offering nil adjustment to a complaint you have received from 08

Jaipur Bangle House complaining about a damaged consignment and asking for replacement

**OR**

**QIII C.** Write the Notice and Agenda of the 4<sup>th</sup> Annual General Meeting of Parikh Enterprises Ltd 07

Also draft the following resolutions: i) declaring 20% dividend ii) Appointment of auditors

**D.** Your branch Manager has formed a committee to find out the causes of low growth 08

in the Mora village branch of SBI bank. Draft the committee report and the covering letter.

**QIV A** You had taken admission for a 6-month course in Stone Jewellery designing. With 08

Gemstones Fashion Jewellery Institute. The course stopped after holding three sessions. You

asked for a refund of fees, but the institute refuses to refund your fee. Draft a Consumer

Grievance Redressal letter for the same.

**B.** Write a sales letter promoting the sale of a new brand of shampoo 07

**OR**

**QIV C.** Suvarana Bhagyawant made rounds of the panchayat office to get her grandfather's death 08  
certificate. Every time, the official there would tell her to come later or pay a bribe of Rs 500 to get the  
work done. Write an RTI query on her behalf on the same

**D. Summarize the passage (about 110 words) and give a suitable title:** 07

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? The answer becomes simple if we need 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. (231)

**Q V. write short notes on (any 3)**

**15**

- i. House Journals
- ii. Preparations by an interviewee for a selection interview
- iii. Exit interview
- iv. Crisis Management
- v. Types of Conferences

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