

Duration: - 2 ½ Hours
75

Note:- All Questions are Compulsory.
Figures to the right indicate full marks.

Q1. A) Fill in the blanks with appropriate options (Any 8) CO1 to CO4 (R & U) (8M)

- 1) The person who conducts the interview is called _____
a) Interviewee b) Subordinate c) Boss d) Interviewer
- 2) A _____ interview is conducted to hear the complaints of the employee of the Organization.
a) Exit b) Grievances c) Appraisal d) Selection
- 3) The consumer court is expected to resolve a matter within _____ days.
a) 30 days b) 60 days c) 90 days d) 45 days
- 4) Communication is a part of _____ skills.
a) Hard b) Soft c) Rough d) Short
- 5) _____ refers to a written intimation of the date, time, place and the business to Transacted at the meeting.
a) Report b) Circular c) Pamphlets d) Notice
- 6) _____ is an ongoing activity.
a) Group Discussion b) Press conference c) Public Relation d) Meetings.
- 7) A _____ is also called a circular, handbill or leaflet.
a) Memo b) Report c) Flyer d) Proposal
- 8) Usually an auditor's report is a _____ report.
a) Investigative b) Statutory c) First Information d) Non-Statutory
- 9) _____ plays a role of leader in a meeting.
a) Legal Expert b) Secretary c) Boss d) Chair Person
- 10) Participants should not bring up items which are not on the _____.
a) Minutes b) Memo c) Agenda d) Letter

Q1. B) Match the following:- (Any 7) CO1 to CO4 (R) & (U) (7M)

	Group A		Group B
1)	Last item on the Agenda	a)	Video Conferencing
2)	Exit Interview	b)	Open House
3)	Newsletter	c)	Cutting of Articles
4)	Skype	d)	Give Out certificates to participants
5)	External PR	e)	Ensure proper conduct of meeting
6)	Press Clippings	f)	When an employee leaves the organization.
7)	Valedictory Function	g)	Enables self-assessment
8)	Chair Person	h)	Adds content to matter under discussion
9)	Participant of a Meeting	i)	Vote of Thanks
10)	SWOT Analysis	j)	Specialized periodical publication

- Q2. A) Describe various types of Interviews? **CO2 (U) (8 M)**
B) Mention and explain various tips to use OHP effectively? **CO1 (AP) (7 M)**

OR

- Q.2 C) Explain the Role of Leadership in Group Discussion? **CO2 (U) (8 M)**
D) Discuss the sample questions asked by interviewers? **CO2 (E) (7 M)**

- Q3. A) Draft the Notice cum Agenda for the First Board Meeting of Hindalco Company Limited **CO2 (AP) (8 M)**
B) Explain the term meetings? Which are the different types of meetings? **CO2 (U) (7 M)**

OR

- Q.3 C) Draft a sample Resolutions for the following: **CO2 (AP) (8 M)**
i) Appointment of Secretary.
ii) Appointment of Auditors.
iii) Issue of Prospectus.
iv) Condolence Resolution
v) Appointing Distributors

- Q.3 D) What are the different types of conferences? **CO2(U) (7 M)**

- Q4. A) What do you mean by Public Relations? Explain the Internal measures of Public Relations? **CO2 (U) (8 M)**

- B) Write an Inquiry letter to Ray-Ban company inquiring about UV-Protected sunglasses? **CO3 (AP) (7 M)**

OR

- Q.4 C) Draft an order letter to Apple Company for Computers and Accessories? **CO3(AP) (8 M)**

- Q.4D) Write a Sales letter to promote a Sea View Hotel? **CO3 (AP) (7 M)**

- Q5. Write Short Notes for the following: (Any Three) (15 M)**

- 1) WASP Technique. **CO2 (R& U)**
2) Interviews. **CO2(E)**
3) Do's and Don'ts in presentations. **CO1(AP)**
4) Summarization. **CO4(AP)**
5) PR Department. **CO3 (U)**

"Communication work for those who work at it"

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Marks :-

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Q1. A) State whether the following statements are True or False:-

(8M)

CO1, CO2, CO3 (R,U,AP)

- 1) Marketing helps to generate employment opportunities.
- 2) Firms have more control on Macro Environment than Micro.
- 3) The purpose of Customer Relationship Management (CRM) is to retain customers.
- 4) Marketing Information System (MIS) acts as a data bank for marketers to prompt decision making.
- 5) Physical distribution creates time & place utility.
- 6) Marketing mix variables need not be inter linked with one another.
- 7) E –Marketing is cost effective.
- 8) In demographic segmentation variables such as state, cities and villages are used to segment the market.

Q1. B) Match the following:-

(7M)

CO1, CO2, CO3 (R,U,AP)

Group A

Group B

- | | |
|-----------------------|---|
| 1) Micro Environment | a) Sequence of stages from introduction to decline |
| 2) Test Marketing | b) Socio cultural factors |
| 3) Salesmanship | c) Social responsibility towards society |
| 4) Macro Environment | d) Transaction of products between customers |
| 5) Societal Marketing | e) Internal Environment |
| 6) B2C Marketing | f) Check effectiveness of marketing campaign |
| 7) Brand Extension | g) Extending an existing brand name. |
| | h) Personal Selling |
| | i) Transaction of products between company & consumer |

Q2. Attempt the following (Either A & B or C & D):

CO1

A) What do you mean by Marketing? Explain its functions?

CO1 (U) (8M)

B) Distinguish between Marketing & Selling?

CO1 (AN) (7M)

OR

C) Explain the concepts:

CO1 (EV) (8M)

i) Product Concept

ii) Exchange Concept.

iii) Marketing Concept

iv) Holistic Marketing

D) Discuss 4P's & 4C's of Marketing?

CO1 (EV) (7M)

- Q3. Attempt the following (Either A & B or C & D):** **CO2**
- A) Discuss elements of Micro Environment of business? **CO2 (EV) (8M)**
- B) What is Consumer Behavior? Discuss factors influencing Consumer Behavior? **CO2 (EV) (7M)**

OR

- C) What do you mean by Marketing Information System (MIS)? Explain its features? **CO2 (U) (8M)**
- D) Explain Need and Importance of Product Research? **CO2 (AP) (7M)**

- Q4. Attempt the following (Either A & B or C & D):** **CO3**
- A) Discuss Product life cycle in Detail? **CO3 (EV) (8M)**
- B) "Packaging is Silent Salesman" state the importance of packaging? **CO3(AN) (7M)**

OR

- C) What are the different types of Marketing channels? **CO2, CO3 (AN)(8M)**
- D) Explain role of Advertising in promotion? **CO2,CO3 (EV) (7M)**

- Q5. Attempt the following (Either A & B or Short Notes):** **CO1, CO2, CO3**
- A) What is Segmentation? Explain its need and importance? **CO1, CO2, CO3 (U) (8M)**
- B) Discuss advantages and limitations of Internet Marketing? **CO3 (EV)(7M)**

OR

- C) Write Short Notes for the following: **(Any Three)** **CO1, CO2, CO3 (R, U) (15M)**
- | | | |
|-----------------------|----------------------------|----------------------------|
| 1) Targeting. | 2) E Marketing. | 3) Importance of Branding. |
| 4) Macro Environment. | 5) Skimming & Penetration. | 6) Product positioning. |

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Q1. A) Multiple choice questions (Any 7)

(7M)

- 1) Business is a form of _____ activity. CO1 (R)
 (a) Economic (b) Non Economic (c) Social
- 2) _____ form of business has less Government Regulation. CO1 (A)
 (a) Sole Trading (b) Partnership (c) Joint Stock.
- 3) The basic of business is _____ CO2 (U)
 (a) Social Service (b) Profit Motive (c) Buying & Selling.
- 4) _____ include trade and aids to trade. CO2 (R)
 (a) Industry (b) Commerce (c) Employment
- 5) _____ is Public Corporation. CO1 (R)
 (a) ECGC (b) IOC (c) Ministry of Finance
- 6) Business Environment is _____ CO1 (R)
 (a) Static (b) Multi - Faced (c) Simple to Understand
- 7) Environment is _____ part of Business. CO1 (A)
 (a) Integral (b) Unrelated (c) Separable
- 8) The member of the society include _____ CO1 (R)
 (a) Media (b) General Public (c) Both of these
- 9) _____ audit is compulsory. CO2 (R)
 (a) Financial (b) Social (c) Management
- 10) Technology changes fact in case of _____ industry. CO2 (R)
 (a) FMCG (b) Electronics (c) Chemicals

Q1. B) Match the following:- (Any 8)

(8M)

Group A

Group B

- | | |
|-------------------------------------|--|
| 1) Business {CO1 (U)} | a) Agreement between Two |
| 2) Industry {CO1 (U)} | b) Common Seal |
| 3) Sole Trader {CO2 (R)} | c) Production of Goods & Services |
| 4) Wholesale Trade {CO2 (R)} | d) Democratic Functioning |
| 5) Co-operative Societies {CO1 (R)} | e) Established Under Special Act |
| 6) Partnership Firm {CO1 (A)} | f) Continuous Process |
| 7) Public Corporation {CO1 (R)} | g) Buying in bulk |
| 8) Joint Stock Company {CO2 (A)} | h) Single Owner |
| 9) MNC's {CO2 (U)} | i) M.Donnels |
| 10) Franchise {CO2 (U)} | j) More than one Branch in various countries |

Q2: Answer the Following:

A) Explain Scope of Business?

CO2 (A) (8M)

B) Explain Importance of Business?

CO1(A) (7M)

OR

C) Explain the features of Business?

CO1 (A) (8M)

D) Explain the objectives of Business?

CO2 (A) (7M)

Q3. Answer the Following:

A) Role of Government in Business?

CO1(R) (8M)

B) Role of Business?

CO2 (R) (7M)

OR

C) Explain Social Responsibility of Business

CO1(A) (8M)

D) Explain problems faced by Indian Economy?

CO2(A) (7M)

Q4. Answer the Following:

A) Disadvantage of Technology in Business?

CO1(R) (8M)

B) Explain Globalization and its features?

CO2(U) (7M)

OR

C) Functions of Judiciary in India

CO1(U) (8M)

D) Advantage of Technology in Business?

CO2(U) (7M)

Q5. Answer the Following:

A) Explain the Term MNC's?

CO1(R) (8M)

B) Positive effect of Globalization?

CO2(R) (7M)

OR

C) Write Short Notes for the following: (Any Three)

(15M)

1) Warehousing

CO1(R)

2) Insurance

CO2(R)

3) Private Sector

CO1(R)

4) Macro Environment.

CO2(U)

5) Responsibility of business towards customers.

CO2(R)

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