

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"