

DURATION: - 2½ hrs

42403424B

MARKS:- 75

Note: - (1) All questions are compulsory.

(2) All questions carry equal marks.

(3) Figures to the right indicates full marks

Q.1 A Fill in the blanks with suitable options. (Any eight)

(Co 1,2,3,4) (U, R, Ap, An)

8M

- 1) Employees speak frankly and fearlessly in an ----- interview.
(Exit, Under-stress, Clinical)
- 2) Meetings have a ----- agenda.
(Indefinite, Fixed, Unplanned)
- 3) ----- requires the use of web-cams.
(Video-conference, Tele-Conference, Verbal meetings)
- 4) ----- management is handled by public relation professionals.
(Event, Crisis, Business)
- 5) Attending to complaints is known as -----
(Redressal, Information, Adjustment)
- 6) ----- is defined as any movable property including shares.
(Services, Goods, Fixed Assets)
- 7) RTI Stands for -----
(Right for information, Right too information, Right to Information)
- 8) Suggestion schemes are ----- communication.
(upward, downward, horizontal)
- 9) In the AIDA formula, D stands for -----
(Desire, Dedication, Donation)
- 10) ----- letters request overdue payments.
(Request, Inquiry, Collection)

Q.1 B State whether the following statements are true or false. (Any Seven)

(Co 1,2,3,4) (U, R, Ap, An)

7M

- 1) In an interview questioning is more important than listening.
- 2) The Word conference is derived from the Latin word 'confer'
- 3) Organizing a conference does not involve public relations.
- 4) The main purpose of the letter of adjustment is to settle the claim.
- 5) Proof of correspondence need not be provided.
- 6) RTI promotes transparency and accountability in the working of every public authority.
- 7) Resolutions are recorded in an hour book.
- 8) Summary means a short synopsis or outline of the important ideas of the passage.
- 9) RTI Act came into being in 2010.
- 10) Selling is the index of success in business.

Q2 a) Define conference. What are the different types of conferences? (Co1,2) (U&R)

8M

b) What do you mean by public relations and discuss its major functions. (Co2,3) (U,R, Ap)

7M

OR

c) What is Committee meeting? Explain its advantages and disadvantages.

(Co1,2) (U &R)

8M

- d) Enumerate the factors to be considered before contemplating a successful conference. (Co2,3) (U&Ap) **7M**
- Q3 a)** Draft a letter of Inquiry on behalf of hotel Sea Queen Juhu, Mumbai to Sai Electronics, Opera House, Mumbai asking about the brands, models and rates of various LED television sets available in the market as they would like to purchase a few for their hotel rooms. Use the Complete Block Layout. (Co1,2,3,4) (U, Ap,C) **8M**
- b) Draft a letter from Kalyankar Sarees, Dadar, Mumbai to Mangalam Sarees, Mysore complaining about a delay in the delivery of goods ordered by them. Use the Modified Block Layout (Co1,2,3,4) (U,Ap,C) **7M**
- OR**
- c) Prepare an Investigative Report with recommendations about the unhygienic conditions in the canteen of Wonder Works Pvt. Ltd., Chembur, Mumbai. (Co1,2,3,4) (U, Ap, An) b **8M**
- d) Draft the Notice and Agenda for the Board Meeting of Phoenix Computers, Worli, Mumbai (Co 1,2,3,4) (U, R, Ap) **7M**
- Q4 a)** Draft a sales letter to promote the sale of a Treadmill. Use the Semi Block Layout (Co1,2,3,4) (U,Ap,An) **8M**
- b) Draft a letter addressed to the President, District Consumer Redressed Forum, Sudarshan Building , Gokhale road, Dadar, Mumbai complaining about a defective dishwasher sold to you by Hira Electronics, Gurgaon, Mumbai. Use the Complete Block Layout. (Co1,2,3,) (U,An, Ap, C) **7M**
- OR**
- c) Draft an RTI query seeking information regarding your name which is missing from the electoral roll for the second time. (Co 2,3,4) (U, Ap , C) **8M**
- d) Summarise the following passage. (Co 1,2,3) (U,R,C) **7M**
- Every year millions of tones of office paper are discarded. Despite the promise of improved computer systems and networking technologies, a paperless society has yet to materialize and experts now believe it never will. Even so, there are ways to minimize the trillions of documents that are printed each year. Computer users should use paper and energy in a responsible manner. This requires thoughts and discipline. It can also make work life easier and less expensive by saving time storage space and money. If you are concerned that your electronic documents will be lost or altered, back up them and store them in the removable media such as a pen drive. When someone brings to you a printed document, ask him or her to sent it by email or give it you on a removable media next time.
- Q.5.** Write short notes : (Any 3) (Co1,2,3,4) (R,U, An) **15M**
- a) Advantages of meetings
- b) Crisis management
- c) Characteristics of report
- d) Distinctive features of a sales letter.
- e) Organizational chart.