

Duration : 3.00 Hours

22406424

Seat No. _____

Marks : 100

**Note : 1. All questions are compulsory.
2. Figures to the right indicate marks.**

Q.1 A. Explain the following terms in 02-03 sentences (Any five) CO1,2(R/U) (10)
 1. Closed ended questions 2. Resolution 3. Webinar 4. Group dynamics
 5. House Journal 6. Video conference 7. Panel Interview 8. Bulletin

B. Match the following CO1,2(R/U) (5)

Column A	Column B
1. Decision taken at meeting	a. Open house
2. Conference	b. Video - chat
3. Promote sales	c. Keynote speaker
4. Internal Public Relations	d. Resolution
5. Skype	e. Sales letter

Q.2 Write short notes on the following (Any four) (20)

- | | |
|--|--------|
| 1. Selection Interview | CO1(R) |
| 2. WASP technique of Interview | CO1(U) |
| 3. Preparation to be done by Interviewee for the interview | CO2(U) |
| 4. Group dynamics | CO2(U) |
| 5. Role of the participant in the meeting | CO1(U) |
| 6. Disadvantages of meetings | CO2(R) |

Q.3 Answer the following questions in detail. (Any two) (20)

- Define 'committee'. Discuss the importance and types of committees in an organization. CO1(U)
- What are conferences? Discuss the advantages and disadvantages of conferences. CO2(U)
- Define 'Public Relations'. Discuss the various measures for promoting internal PR. CO2(U)

Q.4 Draft the following letters (Any four) (20)

- ABC Company wants to purchase 20 computers for its new office. Write a letter of inquiry to Bharat Computers enquiring about price list and other details. CO2(AP)
- You had placed an order for fifty sunglasses to be delivered to your shop by the first week of May. However, you received the consignment in the first week of June. Draft a letter of complaint. CO2(AP)
- Draft a sales letter to promote the sales of **any one** of the following products: CO2(AP)
 - Hair Oil
 - A washing machine
- Write a petition in the form a letter to be presented to the District Consumer Forum about a refrigerator which has turned out to be a defective piece that you brought from much advertised store in Mumbai who ignored all your complaints. CO2(AP)

5. You have been receiving irregular water supply in your residential area for the past two Months. Draft an RTI application, addressed to the Municipal Corporation asking for the Reasons for the irregularity. CO2(AP)

Q.5 A A committee has been appointed by the Principal of your college to find out the possibility of starting a book stall cum stationery store in college premises. Draft the committee's report. CO2(AP)(10)

OR

B.A manufacturing company of Ayurvedic beauty products from Himachal Pradesh wants to set up a sales counter at Viva Salon,Pune. Draft a business proposal to be submitted to the manager. CO2(AP) (10)

Q.6 Draft the notice,agenda of the Board of Directors Monthly meeting of Sun Life Pharma Ltd. Also draft resolutions for the following. CO2(AP)(10)

- a) Appointment of secretary
- b) Resignation of Director

Q.7 Summarize the following passage and give a suitable title. CO2(AP) (5)

Financial planning is a crucial aspect of managing a small business effectively. It involves forecasting future financial outcomes, setting financial goals, and developing strategies to achieve them. Small businesses often face limited resources and financial constraints, making prudent financial management essential for survival and growth.

Effective financial planning enables small businesses to allocate resources efficiently, prioritize expenditures, and manage cash flow effectively. By creating detailed budgets and financial projections, businesses can anticipate potential challenges and seize opportunities for expansion. Moreover, financial planning facilitates informed decision-making, allowing businesses to evaluate the feasibility of investments and assess their impact on profitability.

Furthermore, financial planning plays a pivotal role in securing funding from external sources such as investors or financial institutions. A well-developed business plan with comprehensive financial projections enhances credibility and instills confidence in potential stakeholders.

Additionally, financial planning helps businesses navigate economic uncertainties and mitigate risks. By establishing contingency plans and implementing risk management strategies, businesses can safeguard their financial stability and resilience.

In conclusion, financial planning is indispensable for small businesses seeking sustainable growth and profitability. By proactively managing finances and aligning financial objectives with business goals, entrepreneurs can enhance the long-term viability of their ventures.
