

Q.P. Code : 32070

[Time: 3 Hours]

[Marks: 100]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Figures to the right indicate full marks.

1. A. Explain the following in 2-3 sentences (Any 5):

- i. Online interview
- ii. Group Dynamics
- iii. Webinar
- iv. Open House
- v. Grievance interview
- vi. Consensus
- vii. Agenda
- viii. Open Questions

10

1. B. Match the following:

- | A                                    | B   |
|--------------------------------------|---|
| i. Minutes                           | A. Right to Information                             |
| ii. Tool of external public relation | B. Formula for writing a sales letter               |
| iii. Exit interview                  | C. Exhibitions and Trade Fairs                      |
| iv. Public Information Officer       | D. Record of the decisions taken in meeting         |
| v. Star, Chain & Hook                | E. Held when an employee is leaving an organization |

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2. Write Short Notes on **any four** of the following:

1. Appraisal interview
2. WASP Technique of conducting an interview
3. Role of the Chairperson in a meeting
4. Role of the participants in a meeting
5. Disadvantages of meetings
6. Preparation by the interviewee before a Selection interview

20

3. Answer any two of the following questions:

1. Define Crisis. Discuss the role of the Public Relations Department in Crisis management.

20

Turn Over

2. What are Conferences? Describe the procedure for organizing a conference.
  3. Discuss the different types of Committees and the advantages of Committees in an organization.
4. Write any four of the following letters: 20
1. Write a letter of inquiry to Libas Apparels Ltd. enquiring about various types of men's wear that you wish to stock in your shop.
  2. Jagdish Stores, Nashik has received a consignment of bangles from Mahavir Bangles, Firozabad in a damaged condition. Write a complaint letter on their behalf.
  3. Write a sales letter to promote the sale of any one of the following:
    - i) A Washing Machine
    - ii) A Health Drink.
  4. Mr. Satish Sheth from Mumbai had purchased one 1.5 Ton Venus Premium Split AC from Verma Electronics Co. The air conditioner was not working properly since installation and required frequent repairs. During the course of repair, the mechanic damaged the compressor of the AC. This was brought to the notice of Verma Electronics Company. In spite of the repeated pleas by Mr. Satish Sheth to replace the compressor, the company did not take action. Write a letter to the Consumer Redressal Forum seeking justice.
  5. Many street lights on Jaishankar Road, Malad have not been working for the past 4 months and the complaints to BMC have not been attended to. Write a RTI query.
5. A. Draft a business proposal to be made by Purna Yoga Institute to VM College to start a part-time "Yoga Teacher Training Course" on their premises on a revenue sharing basis. 10

OR

- B. Your college Principal finds that the books, newspapers and magazines in the college library are not being used extensively by students. He has formed a committee of Staff and students to study the reading habits of students. Draft the committee's report and the covering letter for the same.

6. Draft the Notice and Agenda of the 23<sup>rd</sup> Annual General Meeting of Young India Textiles Ltd. Also draft the following Resolutions : **10**
- i Appointment of Auditors
  - ii Declaration of Dividend
7. Summarize the following passage and suggest a suitable title : **10**
- Advertising is a business. It is for all business. To a manufacturer, advertising is usually considered part of a firm's marketing programme. To a retailer, it is also part of his so called 'marketing mix'. To various media of communication, it is both a major source of revenue and a means of providing information about products and services to their audiences. It informs the people about the varieties of service provided by an organization and also about the different products. To the consumer, it is a major source of information regarding products and services. Good advertising is also a means of educating the public in good taste. It moulds the psychology of the consumer and brings him to the point-of-sale. In a country like India where people, specially in the rural areas have acquired a certain amount of purchasing power but are at the same time steeped in superstition and blind beliefs, advertising has a big role to play in changing conventional habits. It should help to educate and motivate the masses so that the little surplus that they have is not frittered away in traditional but wasteful expenditure, but is used in the purchase of goods and services which will help to make their lives richer and at the same time participate in the government's effort for the growth of the company. (224 words).
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