

TYB COM.
11

[Duration: 3 Hours]

BC75BC22

[Marks 100]

Note: -

1. All questions are compulsory.

2. Figures to the right indicate full marks.

3. Students will be allowed 15 Minutes extra time per hour.

PART B

Q.2. Write Short Notes: (Any 3) (15 Marks)

1. Selection Interview and its significance
2. Modern methods of conducting conferences
3. Define Group discussion and explain its importance in an interview setting
4. Principles of Group Dynamics
5. Role of a convener and chairperson in a meeting
6. Internal Public Relations

Q.3. Answer the following questions in detail: (Any 1) (10 Marks)

1. Evaluate the meaning and importance of Conference. State its types, advantages, and disadvantages.
2. Discuss the significance of the Public Relations Department in an organization and justify its role in promoting better human relations.

Q.4. Solve the following (Any 2) (10 Marks)

1. Many street lights on M.G. road, Malad West, have not been working for the past 2 months and it has created a lot of problems for children and adults alike. Write a letter of Complaint to the BMC.
2. Draft a letter of Inquiry, asking for details of wooden furniture to furnish your new apartment.
3. Draft a sales letter to promote the sale of a new microwave oven. You are the sales Executive from Ajay Sales, Dadar.
4. The Ideal Book Depot, Pune is asking the Arunoday Printing Press, Mumbai to quote for the printing of 15,000 copies of a catalog of books similar to their previous catalog printed from somewhere else. A copy of the previous catalog is enclosed. Draft the letter of inquiry. (P.T.O)

Q.5.A Report Writing

(Any 1)

(10 Marks)

1. 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.
2. A committee has been formed to investigate the possibilities of setting up a branch of CrossFit gymnasium and yoga center in your college. Draft the covering letter and report of the committee with favorable suggestions.

Q.5. B Summarize the following passage in not more than 50-80 words and suggest a suitable title.

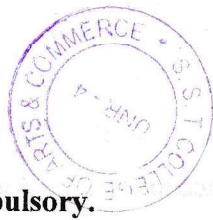
(5 Marks)

Advertising is a business. It is for all businesses. 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 molds 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 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.

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PART A

Q. 1 Multiple Choice Questions (Each question carries 2 marks)

(50 M)

1. In WASP technique of interview 'S' stands for
- a. Supporting the candidate b. Suppressing the candidate c. Supplying Information d. Stealing Information
2. Summarisation involves _____ the passage.
- a. Increasing b. Reducing c. Editing d. Summarizing
3. _____ ideas of the passage should be clearly mentioned.
- a. Main b. All c. supporting d. Referential
4. The person who gives the interview is called.....
- a. Interviewer b. Interviewee c. Boss d. Subordinate
5. Sub-points should _____ the main idea.
- a. appose b. substantiate c. extend d. circle around
6. In.... the superior officer reviews the subordinate's performance, future work plans and personal prospects.
- a. Exit interview b. Appraisal interview c. Selection interview d. Under Stress interview
7. The first step in organizing a meeting is to
- a. Decide the venue b. Determine the purpose c. Inform the members d. Draft a notice
8. helps to identify the problems in the organisation.
- a. Exit Interview b. Appraisal Interview c. Selection Interview d. Grievance Interview
9. _____ report presents relevant facts and figures. .
- a. Formal b. Informal c. Informative d. Numerical
10. Individual or Committee reports are determined by the number of _____ preparing it.
- a. Members b. Committees c. People d. Chairperson
11. _____ reports are submitted at regular intervals.
- a. Cover b. Organizational c. Rough drafts d. Periodic
12. RTI stands for _____
- a. Right to Information b. Right to IT c. Right in information d. Rights in the ITI
13. _____ refers to a gathering of two or more persons in order to discuss matters of common concern, in order to arrive at a decision or to promulgate a policy.
- a. Group b. Meeting c. Conference d. Committees
14. The first step in organizing a meeting is to
- a. Decide the venue b. Determine the purpose c. Inform the members d. Draft a notice
15. RTI Application should be submitted to _____

- a. PIO b. HOD c. Counselor d. Petition officer
16.refers to a written intimation of the date,time,place and the business to be transacted at the meeting.
a.Notice b.Report c.Circular d.Pamphlets
17.creates awareness of consumers' legitimate rights.
a.Consumer guidance cell b. Lawyers c. Grievance lawyers d Guidance cell
18.refers to a list of items to be discussed at a meeting.
a.Agenda b.Resolution c.Decision d.Notice
19.is a two-way communication process in which information is given to the public and the opinions and ideas of the public are obtained.
a.Public Relations b.Group Communication c.Meeting d.Conference
20. Complaint is to be filed within_____years.
a. Two b. Three c. Ten d. One
21. RTI checks corruption and ensures_____.
a. Dissemination b. discrimination c. transparency d. efficacy
22. Ais called where journalists are invited and ask questions which are replied to by a spokesperson on behalf of the organization.
a.Press conference b.Meeting c.Seminar d.Symposium
23. When the original sales letter fails to evoke response, a_____ letter may be sent.
a. Leaflet b. Promotional c. follow-up d. Claim
24.is a kind of advertising in business communication where informality is appreciated.
a. PR b. Promotional c. Sales d. Follow-up
25. Attending complaints is known as_____.
a. Claims b. Adjustments c. Settlement d. Partial response

Answer Sheet for Multiple Choice Questions

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1		6		11		16		21	
2		7		12		17		22	
3		8		13		18		23	
4		9		14		19		24	
5		10		15		20		25	

Marks Obtained: - _____

Signature of the Examiner: - _____