

Seat Number: - _____

Duration: 3 Hours**Marks: - 100****Note:-**

- 1) All Questions are compulsory
- 2) Figures to the right indicate maximum marks.

Q.1.A) Explain the terms in 2-3 sentences: (Any 5)**CO2(R,U)****(10M)**

- | | | | |
|-------------------|--------------------|-----------------------|-------------------------|
| 1) Webinar | 2) Panel interview | 3) Closed questions | 4) Open ended questions |
| 5) Notice | 6) Interview | 7) Video conferencing | |
| 8) Suggestion Box | | | |

Q.1.B) Match the following:**CO2(R,U)****(5M)**

Column A	Column B
1) WASP Technique	1) Sales letter
2) Star, Chain & Hook	2) Decisions taken at meeting
3) Resolution	3) Selection Interview
4) Minutes	4) Open house
5) Internal Public Relation	5) Record of decisions in meeting

Q.2. Write Short notes: (Any 4)**CO2(R,U)****(20M)**

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|--|---|
| 1) Steps involved in Interview process | 2) Role of Interviewer |
| 3) Convenor's roles or duties at a meeting | 4) Selection interview and its importance |
| 5) Role of participants in a meeting | 6) Preparation and conduct of meeting |

Q.3. Answer the following: (Any 2)**CO2 (R,U)****(20M)**

- 1) Explain the different types of committees.
- 2) What are the external measures of public relations?
- 3) Evaluate the advantages & disadvantages of a conference.

Q.4. Draft the following letters: (Any 4)**CO1,2(U,AN,AP,C)****(20M)**

- 1) Messrs Kelkar and Company, pune, advise Moraji & company, Mumbai, that Acme stainless steel knives supplied
The latter are found to tarnish very quickly. Numerous complaints have been received from customers and hence
They have stopped selling 250 knives they have in stock. They suggest that the knives should be substituted by
better
ones.
- 2) Write a sales letter to promote the sale of "Two -minutes" soup.
- 3) Draft a letter of inquiry to Libas Apparels Ltd. Enquiring about various types of men's wear that you wish to
stock
in your shop.
- 4) 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) You purchased a microwave oven from Ajay Sales. the microwave oven however did not function properly
from
the time it was delivered. You complained to the store authorities to which they responded by sending a technician
who repaired it. The problem repeated. you requested for a replacement but they refused. Write a letter to the
consumer forum requesting them to help to get the microwave oven replaced.

Q.5. Drafting of report or business proposal: (Any 1) CO2 (AP) (10M)

1) The University of Mumbai has appointed a committee of experts to consider the question of taking over the First Year and the Second year examinations. Draft a report recommending that all examinations be conducted by the university

OR

2) Draft a business proposal to be sent to a company to set up a canteen serving nutritious food in their premises for their staff..

Q.6. Drafting of Notice, Agenda and resolutions: CO1,2(R,U,C) (10M)

Draft the Notice and Agenda of the 2nd AGM of micro-Cell Software Solutions ltd, New Delhi.. Also draft the following resolutions:

- a) Appointment of Secretary b) Declaration of Dividend

Q.7. Summarize the following passage and provide a suitable title: CO2 (U,AN,AP,E,C) (5M)

There are absolutely no two answers possible for this question. Is plastic bad for the environment? In fact, it is one of man's worst inventions. When plastic was invented, it was looked upon as a wonder invention because of the innumerable wages it lent itself to. However, it soon became apparent that plastic has one highly negative quality that wiped out the advantages of all its uses. Plastic is non-biodegradable. This means that waste plastic cannot be turned into any other substance that is eco friendly. You can burn tonnes and tonnes of plastic in the most advanced incinerations and all that remains is plastic. It doesn't change into anything else, as all other inventions do. paper burnt turns into ash, but not plastic. Glass can melt and be reformed as other glass products. But plastic burnt cannot be used to form any kind of product. Hence, plastic waste contributes dangerously to environment pollution. Here are some of the ill effects of having plastic for daily use. Thin plastic bags reach the drainage system and this causes clogging, especially during the rains. If too much plastic ends up in a lake or a pond, it creates a layer that denies oxygen to everything below so that no plant or animal life can survive in that water body. Plastic causes water pollution, as well as pollution of the soil. Hence plastic must be done away with, completely. Before plastic was invented, man had all the alternatives possible, so why have plastic at all?

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