

Seat Number: - _____

[Duration: - 2 ½ Hours]

Note: -

Signature of Supervisor with Date:- _____

PRO75BC22

[Marks 75]

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 A

Q1. Multiple Choice Questions: (1 Mark each)

(35 M)

1. Which of these is the best way to establish a proper rapport with the audience?
 - a. Pointing a finger
 - b. Making eye contact
 - c. Waving your hands
 - d. Standing erect
2. Which of these must be avoided in any presentation?
 - a. Complex words
 - b. Proper grammar
 - c. Short sentences
 - d. Clear voice
3. The agenda for the meeting is _____ the notice.
 - a. forwarded in
 - b. subscribed to
 - c. enclosed with
 - d. delivered as
4. Which of these details are not mentioned in minutes?
 - a. Venue of the meeting
 - b. Date of the meeting
 - c. Name of the chairman
 - d. Age of the chairman
5. Public relation officers act as _____ to the management.
 - a. Advisors
 - b. teachers
 - c. Lawyers
 - d. obeyors
6. The person who gives the interview is called _____.
 - a. Interviewer
 - b. subordinate
 - c. Boss
 - d. interviewee
7. Communication is the _____ of business.
 - a. Backbone
 - b. head
 - c. nervous system
 - d. life blood
8. _____ is a merger of two words 'web' and 'seminar'.
 - a. Webinar
 - b. websem
 - c. Webinar
 - d. webinar
9. In the full block layout of a business letter, all parts of the letter are _____ aligned.
 - a. Left
 - b. not
 - c. Center
 - d. right
10. CC stands for _____.
 - a. copy case
 - b. carbon copy
 - c. call copy
 - d. caste copy
11. Before a presentation --
 - a. plan and prepare
 - b. speak
 - c. gather feedback
 - d. reflect
12. The documents attached with the letter are known as _____.
 - a. postscript
 - b. enclosure
 - c. signature
 - d. dateline
13. _____ communication needs space for storage.
 - a. Oral
 - b. listening
 - c. Written
 - d. encoding
14. What is the full form of RTI?
 - a. Right to Investigation Act
 - b. Right to Invest Act
 - c. Right to Information Act
 - d. Right to Intellect Act
15. A report prepared in a prescribed form and presented according to an established procedure is _____ report.
 - a. Informal
 - b. formal
 - c. General
 - d. statutory
16. List of items to be discussed and decided in a meeting is called _____.
 - a. Resolution
 - b. Minutes
 - c. Invoice
 - d. Agenda
17. _____ 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. committees
 - c. Conference
 - d. meetings
18. Which of these is the best way to establish a proper rapport with the audience?
 - a. Pointing a finger
 - b. Making eye contact
 - c. Waving your hands
 - d. Standing erect
19. Which of these is the best pace to utter a speech?

- a. 50 words per minute b. 150 words per minute
c. 200 words per minute d. 250 words per minute
20. A well organized talk is a _____ talk.
a. Short b. long c. Random d. structured
21. _____ skills are assessed in an interview.
a. Listening b. Blabbering c. Singing d. Dancing
22. Which of these documents need not be in your interview file?
a. Interview letter b. Original degrees c. Family photo d. Certificates
23. Which of these should be avoided during the delivery of a speech?
a. Confidence b. Clarity c. Pauses d. Rudeness
24. Which of these factors is not used for feedback by an audience that is listening to a speech?
a. Pronunciation b. Content c. Hairstyle d. Speech delivery
25. Which of these should be avoided while speaking?
a. Fluency b. Clear voice c. Abstract words d. Jargon
26. _____ is used to solve the personal problems of the employees which might be affecting their work and efficiency.
a. Advice b. Suggestion c. Counseling d. Persuasion
27. The candidate should _____ prepare himself to deal with different types of interviewers.
a. Mentally b. Never c. Always d. Physically
28. _____ is conducted when an employee leaves the organization.
a. Exit Interview b. Under Stress Interview
c. Selection Interview d. Appraisal Interview
29. The main objective of _____ is to reach the mind of the outside public and establish mutual understanding.
a. Meetings b. Conference c. Group Discussion d. Public Relation
30. At the end of presentation –
a. Prepare b. Plan c. Speak up d. gather feedback
31. A _____ is a movement of the head, hands, legs and shoulders.
a. Posture b. Gesture c. Sign d. stature
32. Communication is a part of _____ skills.
a. Soft b. Rough c. Hard d. Short
33. The information the receiver gets is called _____.
a. Output b. Source c. Message d. Input
34. _____ gives legal validity to a letter.
a. Subject Line b. Salutation c. Enclosure d. Signature
35. The full form of AIDA is _____, Interest, Desire and Action.
a. Attraction b. Attention c. Art d. Affection

Answer Sheet for Multiple Choice Questions

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1		8		15		22		29	
2		9		16		23		30	
3		10		17		24		31	
4		11		18		25		32	
5		12		19		26		33	
6		13		20		27		34	
7		14		21		28		35	

Marks Obtained: - _____

Signature of the Examiner: - _____

[Duration: - 2 ½ Hours]

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[Marks 75]

Note: -

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Part B

Q2. Write Short Notes on: (Any 3 out of 6)

(15 M)

1. Types of Interviews
2. Importance of PR
3. Advantages of Meetings
4. Interviewee's Preparation
5. Role of Secretary in Meeting
6. Video Conferencing

Q3. Answer the Following Questions: (Any 1 out 2)

(8 M)

1. List & Explain the measures that can be taken by an organization to promote external public relations.
2. Explain the steps to be followed to organize a conference.

Q4. Trade Letters: (Any 1 out of 2)

(5 M)

1. Draft an Inquiry letter to Fastrack Company for Sun-glasses.
2. Write a Second reminder Collection Letter to Kitab Khana book depot, Mumbai.

(P.T.O)

Q5. Report Writing (Any 1 out of 2)

(7 M)

1. A committee has been appointed to investigate the possibility of starting a book stall in your college. Draft the report of the committee making suitable recommendations.
2. You are the manager of a plastic factory which has been damaged by fire. Draft a report to your directors informing them of the accident.

Q6. Write a Summary of the following passage and give it a suitable Title.

(5 M)

From the moment we are born, we can not live alone; we stand in continual need of assistance of all around us, for body and soul and spirit; we need clothes which other men make; houses, which other men build, food, which other men produce; we have to get our livelihood by working for others, while others get their livelihood in return by working for us.

As children we need our parents to be our comforters, and to take care of others: we can not exist a day without our fellowmen; we require teachers to educate us: books and masters to teach our trade; and when we have learned it and settled ourselves in life, we require laws made by other men who died hundreds of years before we were born, to secure to us our rights and properties, to secure to our comforts in our station; and we need friends to comfort us in sorrow and to share our joy.

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