

Duration: 2½ hours

Marks: 75

Instruction: All questions are compulsory.

Q. I. A. Fill in the blanks with suitable options: (Any 8):

(08)

1. A Selection Interview is a type of _____ Interview.
[Media/Business/Trade]
2. The RTI Act came into force in the year _____.
[1995/2000/2005]
3. The full form of AIDA is _____, Interest, Desire, Action.
[Attraction/Attention/Appeal]
4. A _____ Letter of Inquiry is sent in response to an advertisement.
[solicited/ responsive/ invited]
5. The full form of EGM is _____ General Meeting.
[Extraordinary/Emergency/Exceptional]
6. Public Relations is an _____ activity.
[on-going/unplanned/occasional]
7. A/An _____ Interview is conducted for an employee who is leaving an organization.
[Exit/Farewell/Good-bye]
8. A _____ Order is placed for a new product which is launched in the market.
[Trial/Temporary/Time-bound]
9. Promotional Leaflets and Fliers are used for _____ promotion.
[sales/ academic/ post]
10. A/An _____ is the list of items to be discussed at a formal meeting.
[Itinerary/ Agenda/Schedule]

Q. I. B. State whether the following statements are True or False: (Any 7):

(07)

1. A Group Discussion is conducted before a Selection Interview.
2. Inquiry under the RTI Act can be made on any and every subject.
3. A Structured Interview is planned on the spot.
4. All Business Reports must include recommendations.
5. In a Panel Interview there is only one interviewer.
6. A proposal that is adopted in a meeting is known as a Motion.
7. Decisions cannot be taken at a conference.
8. Private bodies are not directly covered under the RTI Act.
9. In a videoconference audio-visual communication is possible.
10. A District Consumer Forum deals with complaints up to the value of Rs. 20 lakhs.

Q. P. Code: 12170

- Q. II. a. List and explain the stages of a Job Interview. (07)
- b. List any five advantages and disadvantages of Conferences. (08)

OR

- c. Discuss the need and conduct of an Appraisal Interview. (07)
- d. Define Public Relations. List and explain any five methods of promoting the Internal Public Relations in an organization. (08)

- Q. III. a. Draft a Letter of Inquiry from Hotel Sea Queen, Juhu, Mumbai to Meet Electronics, Opera House, Mumbai asking about the brands, models and rates of various LED television sets available in the market as they would like to purchase a few for their hotel rooms. Use the Full Block layout. (07)

- b. Draft a letter from Kalanagar Saris, Dadar, Mumbai to Mangalam Saris, Mysore complaining about a delay in the delivery of goods ordered by them. Use the Modified Block layout. (08)

OR

- c. Prepare an Individual Report with recommendations on the declining sales of Axis Cycles in the Mumbai market. (10)
- d. Draft a Notice and Agenda for a routine Board Meeting of Aero Automobiles, 15, Netaji Bose Marg, New Delhi 110 092. (05)

- Q. IV. a. Draft a Sales Letter promoting 'Anjali', a herbal shampoo that has recently been launched in the market. Use the Semi Block layout. (07)

- b. Draft a letter addressed to The President, District Consumer Redressal Forum, Sudarshan Building, Gokhale Road, Dadar, Mumbai complaining about a defective dishwasher sold to you by Hira Electronics, Girgaum, Mumbai. Use the Complete Block layout. (08)

OR

- c. You have not received your Passport for the past three months in spite of having fulfilled all formalities. Draft a letter under the RTI Act addressed to The Passport Officer, Passport Seva Kendra, Marol, Andheri (East), Mumbai inquiring about the reason for the delay. (07)

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d. Summarize the following passage:

(08)

Millions of people worldwide use the Internet to share information and to communicate. Individuals, business houses, corporate giants, students, journalists, consultants, teachers and programmers are all harnessing the power of the Internet. With the Internet one can send messages, notes, letters, documents, pictures, video and sound clips – just about any form of communication, as effortlessly as making a phone call. The flood of information that the Internet offers helps to open up the minds of people. With the World Wide Web, anyone can publish his or her ideas. With the Internet anyone who has something to say can be heard.

Q. V. Write Short Notes: (Any Three)

(15)

1. Exit Interview
2. The Role of a Chairperson in a Meeting
3. Videoconferencing
4. Types of Company Meetings
5. An Interviewer's Preparation for a Job Interview
