

Time: 3 Hrs.

X49DBE Bus Commⁿ

Marks: 100

N.B.: 1. All questions are compulsory. F.YBcom Sem II Reg 13/03/2020

2. Figures to the right indicate full marks.

Q.1. A. Explain the following terms in 2-3 sentences (Any Five): (10)

1. Webinar
2. Solicited Letters
3. Opinion Poll
4. Quorum
5. Online Interview
6. Standing Committee
7. Consensus
8. Bulletin

Q.1. B. Match the following: (05)

1.	First item on the Agenda	a. Helps to maintain group dynamics.
2.	Skype	b. Technique for selection of a candidate
3.	Internal Public Relations	c. Web – based
4.	Team Work	d. Reading and approving minutes of last meeting.
5.	Group Discussion	e. Open House

Q.2. Write short notes on: (Any Four) (20)

1. WASP technique of conducting an interview.
2. Role of Chairperson in a meeting
3. Preparation of an interviewer for an interview.
4. Grievance Interviews
5. Interviews for Appraisal
6. Process of conducting a meeting.

Q.3. Answer the following questions: (Any Two) (20)

1. Define a Committee and explain its advantages and disadvantages.
2. Explain the purpose of Public Relations in organizations and discuss methods adopted for improving external Public Relations.
3. How is a Conference different from a Committee and explain the different types of Conferences.

Q.4. Attempt the following letters: (Any Four)

(20)

1. Draft a letter promoting the sale of any one of the following:

1. A Directory of Trade names.

2. A Digital Calculator

2. Draft a letter of Inquiry to the Digital World Ltd. asking them for the price list and other details for laptops of a specific company that you wish to purchase for your newly set up office.

3. You had applied for a passport three months back and have not received any updates about it. Draft an RTI query asking about the status of your application.

4. You had placed an order for raincoats to be delivered by the first week of May. You received the consignment only in the second week of June. Draft a letter of complaint and also seek suitable compensation.

5. You had ordered for a mobile phone from an online shopping portal and had made the payment. The product was not delivered and the shopping site has not responded to your complaints. Draft a letter to the Consumer Redressal Forum making a complaint about the issue and seeking adequate compensation.

Q.5. A. Draft a Business proposal to be sent to one of the leading education institutions for starting a recognized certified soft skill programme for the undergraduate students. (10)

OR

B. The workers of a leading fertilizer company have gone on strike demanding higher wages and good safety measures at work place. Draft a Committee report along with recommendations. (10)

Q.6. Draft the Notice and Agenda for an Executive meeting of an Educational institute. Also draft Resolutions for the following:

1. Appointment of sub-committee to collect funds.

2. Appointment of a new Chairperson.

(05)

Q.7. Summarise the following passage:

We are bombarded by many advertisements every day. Vendors try all means and ways to gain our attention and sell us their products or services. Advertisements appear everywhere; on television programs, radios, in the papers, magazines, pamphlets and so on. Advertisements are actually very useful though we sometimes feel annoyed when they interrupt our favourite television programmes. They provide us with free information on the products and services. There are two types of advertisements. The informative advertisements are the ones which provide us with the details of the products or services. This information is especially useful if the product or service is new. For instance, when we need to buy a computer, advertisements describing the latest models and their different functions would be extremely helpful. However, only a minority of the advertisements are informative ones. Many of them belong to the second category -- the persuasive kind. These advertisements not only tell us more about the products, at the same time, they persuade customers to buy them by claiming that their products are superior to the rivalry ones. These claims may sometimes be untrue. Besides being informative and persuasive, advertisements also help to subsidize the prices of magazines and newspapers. Our newspapers are sold at a low price of about one dollar, owing to the advertisements in the papers; otherwise, the price would have been higher.

While advertisements can be good helpers for shopping, they do have their shortcomings. Most advertisements aim to sell only. Faults of the products or services are usually hidden from the consumers. Hence, sometimes, we feel deceived if the product or service we bought does not turn out the way the advertisements claim to be. Sometimes, advertisements by rival competitors can get very intensive, especially when there are many firms producing similar products. One common example is the washing powder. There are so many advertisements for the different brands that customers sometimes get confused over what they should buy. Furthermore, having more advertisements would mean that the production cost of the firm would be increased. These rises in cost are usually passed on to the consumers in the form of higher prices. We cannot live without advertisements but we must be careful how we live with them.