

9/4/12

2:30 TO 5:00 PM Paper / Subject Code: 76904 / Business Communication-II.

Pages 2

Regular Exam SEM-II
FYFM / FYBMS / FYBAF / FYBBI

625
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Q.P. Code : 35027

[Time: 2½ Hours]

[Marks:75]

Please check that you have the correct Question Paper.

N.B: All questions are compulsory.

Q.I. A. **Fill in the blanks with suitable options: (Any 08)**

[08]

- _____ are based on the Findings of a Business Report.
(Recommendations / Terms of Reference / Appendix)
- A _____ is a powerful means of communication within an organisation.
(Press Release / Television / House Journal)
- When a _____ is passed in a Meeting it becomes a Resolution.
(Motion/ Judgment/ Declaration)
- A _____ is a decision making body.(Conference / Symposium / Committee)
- A Job Interview is also known as a _____ Interview. (Selection /Selector / Segregation)
- Catalogues, price-lists and other literature may be sent by the seller in response to a Letter of _____.(Order / Complaint / Inquiry)
- AIDA stands for Attention, _____, Desire and Action. (Internet / Interest / Intranet)
- A District Consumer Commission deals with complaints up to the value of Rs._____.
(Twenty Thousand/ Two Lakh/ Twenty Lakh)
- The Right to Information Act was passed in the year _____. (2005 /2006 /2007)
- The third stage of a Selection Interview is _____.
(Parting/ Supplying Information/Acquiring Information)

Q.I. B **Match the following: (Any 07)**

[07]

- | | |
|----------------------------|--|
| 1. Dynamics | a. Vote of Thanks |
| 2. Delegates | b. Review of Subordinates' Performance |
| 3. Flier | c. Videoconferencing |
| 4. Last Item in the Agenda | d. Written Intimation about a Meeting. |
| 5. Notice | e. Specialised Periodical Publication |
| 6. Newsletter | f. Force |
| 7. Skype | g. Promotional Material |
| 8. Feasibility Report | h. Participants at a Conference |
| 9. Structured Interview | i. Pre-planned |
| 10. Appraisal Interview | j. Studies the Prospects of Starting a New Venture |

Q.II. A. Define Interview. How should an interviewer prepare to conduct a Selection Interview? [08]

B. What is a Conference? Discuss the various ways to ensure the successful organisation of a conference. [07]

OR

C. What is a Grievance Interview? Why and how should it be conducted? [08]

D. Define Public Relations. List and explain any five methods of promoting Internal Public Relations in an organization. [07]

Q.III. A. Rashmi Shetty wants to purchase a Platinum vacuum cleaner. Write a Letter of Inquiry on her behalf to Sam Electronics, Grant Road, Mumbai inquiring about the various models, their features and prices. Use the Complete Block layout. [08]

Turn Over

Q.P. Code : 35027

2

- B. You had ordered 05 cases of glassware from Crystal Stores, Mahim, Mumbai. When you received the cases much of the glassware was chipped or broken because of poor packaging. Draft a Letter of Complaint and ask for a replacement of the damaged goods. Use the Modified Block layout. [07]

OR

- C. A Committee has been appointed by Lok Mills, Shahapur to study the causes for a huge number of staff members leaving their jobs in the last two months. Draft an investigative Business Report on behalf of the Committee. [08]

- D. Draft the Notice and Agenda for a monthly Board meeting of Swaraj Cotton Textiles, Surat. Also draft Resolutions for the following: [07]

- i) Appointment of a Director ii) Extension of Office Premises

- Q.IV A. Draft a Sales letter to promote the sale of a Treadmill. Use the Semi Block layout. [08]

- B. You had purchased silver jewellery worth Rs. 25,000/- through online shopping and had made an advance payment of the entire amount as COD wasn't available. You have not got the jewellery for the past two months in spite of several requests and reminders. Draft a letter addressed to the Consumer Redressal Forum seeking refund of the entire paid amount with suitable compensation. Use the Complete Block layout. [07]

OR

- C. Draft an RTI Letter seeking information regarding your Passport that has not been delivered to you in spite of having submitted the required documents and completing all the necessary formalities over two months ago. [08]

- D. Summarize the following passage: [07]

Every year, millions of tons of office paper are discarded. Despite the promise of improved computer systems and networking technologies, a paperless society has yet to materialize, and experts now believe it never will. Even so, there are ways to minimize the trillions of documents that are printed each year. Computer users should use paper and energy in a responsible manner. This requires thought and discipline. It can also make work life easier and less expensive by saving time, storage space, and money. There are three simple steps one can take. First, think before you print. Do you really need a hard copy (printed copy)? Are people asking for a hard copy when an email attachment would work just as well? If you are concerned that your electronic documents will be lost or altered, back them up and store them on removable media such as a CD or a Pen Drive. Kept in a safe place, the electronic copy will not change and will always be accessible. Third, encourage others to print wisely. When someone brings you a printed document, ask him or her to send it by email or give it to you on a removable media next time.

- Q.V Write Short Notes on the following: (Any 03)

1. Advantages of Meetings
2. Exit Interview
3. Crisis Management
4. Functions of the Public Relations Department of an Organization
5. Promotional Leaflets and Fliers

[15]