

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal choice.
 2. Draw neat diagrams wherever necessary.
 3. Figures to the right indicate full marks.

Q.1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)
(Attempt any 8)

- i) Participants at a conference are known as _____.
 - a) members
 - b) guests
 - c) representatives
 - d) delegates
- ii) The standard size of a Transparency is _____.
 - a) A3
 - b) A5
 - c) A2
 - d) A4
- iii) Promotional Leaflets and Fliers are used for _____ promotion.
 - a) comment
 - b) sales
 - c) post
 - d) random
- iv) The full form of CPA is _____.
 - a) Company Privatization Act
 - b) Customer Privacy Act
 - c) Consumer Protection Act
 - d) Corporate Publicity Act
- v) _____ are based on the Findings of a Business Report.
 - a) Appendix
 - b) Recommendations
 - c) Terms of Reference
 - d) Adjustments
- vi) The RTI Act came into force in the year _____.
 - a) 1995
 - b) 2006
 - c) 2005
 - d) 2015
- vii) _____ Reports are prepared in accordance with the law.
 - a) Non-statutory
 - b) Progress
 - c) Statutory

d) Commercial

viii) The full form of EGM is _____ General Meeting.

- a) Emergency
- b) Exceptional
- c) Extraordinary
- d) Exclusive

ix) Controlling the presentation of information by covering the transparency with a sheet of paper and exposing it gradually is called the _____ technique.

- a) Delayed Presentation
- b) Progressive Exposure
- c) Keystone Effect
- d) Promote Exposure

x) A _____ is a powerful means of communication within an organization.

- a) House Journal
- b) Television
- c) Press Release
- d) Chart

Q.1 (B) State whether the following statements are true or false. (Attempt any 7) (07)

- i) The third stage of a Selection Interview is Supplying Information.
- ii) The Last Item in the Agenda is Vote of Thanks.
- iii) An Annual General Meeting is held weekly.
- iv) Visual Aids should substitute the speaker.
- v) All Business Reports must include recommendations.
- vi) Decisions cannot be taken at a conference.
- vii) The purpose of writing a Letter of Complaint is to start a quarrel.
- viii) Sponsoring sports events promotes the External Public Relations of an organization.
- ix) Private bodies are not directly covered under the RTI Act.
- x) One should never display leadership skills in a Group Discussion.

Q.2 (a) Define Interview. List and explain the stages of a Job Interview. (07)
(b) Describe the factors that must be considered for organizing a successful conference. (08)

OR

Q.2 (p) Explain in detail the 4 P's of effective presentations. (07)
(q) Define Public Relations. List and explain the measures that can be taken by an organization to promote Internal Public Relations. (08)

Q.3 (a) Excellence institute requires 1000 notebooks for its training centers. Draft a Letter of Inquiry to Pioneer Book Depot asking for a price list, catalogue, and terms and conditions of sale. Use the Complete Block Layout. (07)
(b) Ms. Ashima ordered 25 designer silk scarfs from Avenue Departmental Stores. 21 scarfs in the package received by her were cotton scarfs instead of silk scarfs. Write a Letter of Complaint, on her behalf, asking for either a replacement or refund. Use the Modified Block Layout. (08)

OR

- Q.3 (p) Write an Investigative Report highlighting the reasons for workers' unrest at the Kamani Tools Factory at Kalyan. Also provide recommendations to the management to solve this problem. (10)
- (q) Prepare a Notice and Agenda for a Routine Board Meeting of Ace Dynamic Group, 18, SV Marg, New Mumbai 400709. (05)
- Q.4 (a) Draft a Sales Letter to promote the sale of a washing machine. 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 that was sold to you by Popular Electronics, Lamington Road, Mumbai. Use the Full Block Layout. (08)

OR

- Q.4 (p) Write an RTI Letter seeking information regarding your Passport application that has not been processed in spite of having submitted the required documents three months ago. Use the Semi Block Layout. (07)
- (q) Summarize the following passage: (08)

This century is the age of Science. We cannot imagine our lives sans Science. Science has become a part and parcel of our lives. Science has become a symbol of progress. The progress is in the field of medicine, education, industry, etc., and we enjoy the comforts of science in all fields. Science has developed an effective transport and communication system. Buses, cars, trains, planes have made transportation easy and comfortable, safe and fast. Man has even landed on the moon with the help of technology.

In the field of medicine, science has worked wonders. Almost all kinds of diseases are entirely cured by modern drugs and medicines. Medicine has reduced pain and suffering. Electricity is another important scientific invention. The comforts of our life like electric lamps, refrigerators, fans, grinders, washing machines, etc. are all run by electricity.

Scientific methods of cultivation have solved the food problem. The pests destroying the crops are killed immediately by pesticides. Poultry and sericulture are also improved. Thus, science is helpful in all walks of life and makes our life comfortable, easy and happy.

- Q.5 Write a short note on : (Attempt any 3) (15)
- i) Limitations of a Group Discussion
 - ii) Difference between Leaflets and Fliers
 - iii) Characteristics of a Conference
 - iv) Types of Company Meetings
 - v) Functions of a Sales Letter

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