

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
 2. The figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

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

(Attempt any 8)

- (1) The full form of AIDA is Attention, _____, Desire, and Action.

(a) Idea	(b) Interest
(c) Interesting	(d) Identification
- (2) The Last Item in the Agenda is _____.

(a) Vote of Thanks	(b) Yours thankfully
(c) Vote of Confidence	(d) Yours faithfully
- (3) Caveat Emptor simply means _____.

(a) Buyer Beware	(b) Buyer Be Cautious
(c) Buyer Ignore	(d) Buyer Believe
- (4) Group Discussions are also known as _____.

(a) Personality tests	(b) Interviews
(c) Personal tests	(d) Group rounds
- (5) A / An _____ provides written intimation about the date, time and venue of a business meeting.

(a) Resolution	(b) Agenda
(c) Notice	(d) Invitation Card
- (6) Participants at a conference are known as _____.

(a) members	(b) guests
(c) representatives	(d) delegates
- (7) _____ are used to collect feedback.

(a) Question Banks	(b) Question Papers
(c) Supplements	(d) Questionnaires
- (8) The full form of EGM is _____ General Meeting.

(a) Emergency	(b) Exceptional
(c) Extraordinary	(d) Exclusive
- (9) A Job Interview is also known as _____ Interview.

(a) Exit	(b) Selection
(c) Appraisal	(d) Grievance
- (10) A _____ Order is usually placed for seasonal, festive, and perishable goods.

(a) Time-bound	(b) Trial
(c) Regular	(d) Selling

(B) State whether the following statements are True or False. (Attempt any 7) (07)

- (1) An Annual General Meeting is held weekly.
- (2) The RTI Act was passed in the year 2007.
- (3) A Transparency is also known as Viewpaper.
- (4) Fliers are used while filing a complaint.
- (5) All Business Reports must include recommendations.
- (6) Decisions cannot be taken at a conference.
- (7) Leaflets are a promotional material.

- (8) Skype can be used for video conferencing.
 (9) Acquiring Information is the second stage of a Job Interview.
 (10) Private bodies are not directly covered under the RTI Act.

- Q.2 (a) How should an interviewer prepare himself/herself for a Job Interview? (07)
 (b) What qualities are required in a participant for achieving success in a Group Discussion? (08)

OR

- Q.2 (p) Describe the factors that must be considered for organizing a successful conference. (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) Anant Mittal requires 125 leather folders and 100 pen sets for his office. Draft a Letter of Inquiry to Liberty Stationery asking for a price list, catalogue, and terms and conditions of sale. Use the Complete Block Layout. (07)
 (b) You ordered 05 boxes of glassware from Crystal Stores, Mahim, Mumbai. When you received the package, 03 boxes had broken glassware. Write a Letter of Complaint 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 television set 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 about your Aadhar Card 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)

India is a land with a huge variety of cultures and a large variety of traditions. Situated in South Asia's heartland, India is a heavily populated country. It is a diverse country in terms of culture, climate, religion, and language. India has chosen a number of emblems to represent our country's image. Saffron, white, and green make up the Indian national flag. The Ashok chakra in the centre has a navy blue 24-spoke wheel that represents virtue.

India is well-known for possessing the world's greatest cultural diversity. Even for Indians, visiting and discovering every culture in India is quite difficult. India's various cultures attract visitors from all over the world who want to come here at least once in their lives to experience India's rich diversity.

India is a secular and democratic country that gives the liberty to practice any religion. Along with that, every individual in India has the freedom to read any

religious book of their choice. Every individual has the right to move to any part of the country and adjust to the culture of that region. Every state of India has its own official language.

Jana Gana Mana is our national anthem, while Vande Mataram is our national song. India is a beautiful country that shines in art, culture, architecture, education, etc.

Q.5 Write short notes on (Attempt any 3)

(15)

- (1) Distinguish between Leaflets and Fliers**
- (2) Characteristics of a Conference**
- (3) Grievance Interview**
- (4) Functions of a Sales Letter**
- (5) The Need and Importance of Meetings**

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