

FYBCOM/SEM-II/EXT/BC II

Time: 3 hrs

Marks:100

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.

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

- (1) Group Discussion
- (2) Close-ended Questions
- (3) Group Dynamics
- (4) Flier
- (5) Report
- (6) AIDA
- (7) Public Relations
- (8) Committee

(B) Match the following: (05)

	A.		B.
(1)	Job interview	a.	To consult together
(2)	Conference	b.	List of matters to be discussed in a meeting
(3)	Consumer Protection Act	c.	Interview conducted to select suitable candidates for a job position
(4)	Agenda	d.	Web-based seminar
(5)	Webinar	e.	Introduced in 1086

Q.2 Write short notes on any four of the following: (20)

- (a) The Group Discussion Process
- (b) WASP
- (c) Appraisal Interview
- (d) Interview preparation on part of the interviewers
- (e) Role of participants in a meeting

Q.3 Answer any two of the following: (20)

- (1) Write a note on advantages and disadvantages of Conference.
- (2) Write a note on the important features of a successful committee.
- (3) What is meant by External Public Relations? Elaborate.

Q.4 Draft any four of the following letters: (20)

- (a) On behalf of Glowbright Cosmetics, write a Letter of Inquiry to Glam Lab Care asking for details like terms and conditions, services and pricelist of skin care products.
- (b) Samar Fabricators had placed an order for 100 office chairs with Evana House Designs. However, only 50 chairs have been delivered to Samar Fabricators. Draft a Letter of Complaint about the same to Evana House Designs.
- (c) Ravi Kumar bought a personal computer worth Rs. 35,000 from Vishesh Electronics and made the full payment through a credit card. However, within one month, the computer developed problems even though Ravi handled it with care. He made several complaints and visited the store to get it repaired or replaced, but he was not given any response, nor support despite having a warranty of one year. Write a letter to Consumer Grievance Cell complaining about the issue on Ravi's behalf. Request for immediate action against Vishesh Electronics, and also request for a suitable compensation.
- (d) You had applied for a pipe gas connection for your housing society three months back, but the authorities have not provided the connection yet nor given update about it. Write an RTI query asking about the status of the pipe gas connection for your society, reason behind the delay and how much time will be taken for resolving the problem.
- (e) Draft a sales letter to promote the sales of a new smartphone.

Q.5 A committee has been appointed by the Principal of Silver Arc College to suggest how students can be motivated to improve their attendance in lectures. Draft the committee report. (10)

OR

A luxury wrist watch brand wants to display and sell its latest collection at Wembley Mall. Draft a business proposal to be submitted to the Manager of the mall.

Q.6 Draft the Notice and Agenda for the First Board Meeting of Pratap Financial Services, Mumbai. (10)
Also, draft the following Resolutions:

1. Appointment of Secretary
2. Issue of Prospectus

Q.7 Summarise the following passage and give it a suitable title:

(05)

Peace is something all humans value immensely. Peace allows us to lead a happy life, realise our dreams and achieve success. Indeed, peace is a very precious boon as it makes it possible for us to lead a normal, independent life and achieve our goals. Peace is defined as the absence of violence, conflict or disturbance. It means a state where people are not at risk of violent occurrences, uncertainty of life and fear every moment. A society without peace cannot survive for long. There will be conflicts and wars between countries and communities, where everyone will act in non-cooperative ways. Individuals will hold grudges against each other for the smallest things. Such a society cannot prosper and is sure to break down sooner or later.

Peace is very important to establish a world where everyone can live in harmony, fearlessness and prosperity. Peace leads to creation of a world where everyone is in sync, free from fear of violence and threat of conflict. Achieving peace is not something that is done in isolation. It requires joint efforts on various levels, including personal, interpersonal, societal, and international, so this world becomes a better place to live in.

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