

(Time: 2 ½ Hours)

(Total Marks: 75)

Please check that you have the correct Question Paper.

N.B.: All Questions Are Compulsory.

Q.1. (A) Match the Columns (Any Eight):

(08)

- | | |
|--------------------------------|---|
| 1. Group Discussion | A. Provides Information in the Form of Slides |
| 2. Press Clippings | B. Offers Accountability |
| 3. Recommendations in a Report | C. Cutting of Articles |
| 4. Exit Interview | D. Listed Items to be Discussed in a Meeting |
| 5. Trade Conferences | E. For an Outgoing Employee |
| 6. Power Point | F. Take Place on a Larger Scale |
| 7. Press Release | G. Information Sent to the Media |
| 8. Signature | H. Screening Technique |
| 9. Agenda | I. Disciplinary Action |
| 10. Reprimand | J. Indicates the Desired Solution |

Q.1. (B) State Whether the Following Statements are True or False (Any Seven): (07)

1. A Group Discussion is the same as a Debate.
2. The full form of RTI is Right to Inquiry.
3. The names of both, the complainant and defendant should be mentioned in a letter written to a Consumer Redressal Forum.
4. An oral complaint can be lodged with a Consumer Redressal Forum.
5. Offering a discount is a bad sales strategy.
6. When a Motion is passed by a majority of members in a Meeting it becomes a Resolution.
7. An Appraisal Interview should be conducted at regular intervals of time.
8. An interviewer is the person who is called for an interview.
9. Virtual Conferences increase travel costs.
10. A Group Interview is the same as a Panel Interview.

Q.2. (A) Discuss the process of conducting a Selection Interview. (08)

(B) Discuss the advantages and disadvantages of a Conference. (07)

OR

(C) Discuss the role of a Chairperson in a Meeting. (08)

(D) Discuss the functions of the Public Relations Department in an organization. (07)

Q.3. (A) Draft a Letter of Inquiry addressed to Sophiya Luxury Mart, Bandra West, Mumbai asking if they will be able to supply 500 readymade silk scarves within a week's time. Also request for a price-list. Use the Full Block layout. (08)

(B) Mehfuz Pvt. Ltd., Raigad, has complained to you that they have received your last consignment in a badly damaged condition on account of loose packing. On behalf of Ravi Crockery Works Ltd., Virar West, Mumbai, write a reply suitably adjusting their claim. Use the Modified Block layout. (07)

OR

Turn Over

(C) A Committee has been appointed to investigate the possibility of starting a Photocopy cum Stationery Shop in your College premises. Draft a Feasibility Report with suitable recommendations. (10)

(D) Draft a Notice cum Agenda for the monthly Board Meeting of Anita Travels Pvt. Ltd., Mahalaxmi, Mumbai. (05)

Q.4. (A) Draft a Sales Letter to promote the sales of a Tourist Agency in Alibag. Use the Semi Block layout. (08)

(B) Rajesh Shah purchased an AZ Washing Machine from Yudhan Sales. However, within the warranty period of 1 year the Washing Machine stopped operating and Yudhan Sales failed to rectify the defect. The manufacturers, AZ Ltd., were also unable to repair the Washing Machine. Draft a letter addressed to the Consumer Redressal Forum seeking compensation. Use the Full Block layout. (07)

OR

(C) Your application for your Passport has not been processed in spite of having submitted all required documents. Draft a Letter under the RTI Act for the same. (08)

(D) Summarize the Following Passage: (07)

Democracy encourages the participation of citizens in matters related to governance and here media plays a crucial role by informing the masses about the various problems plaguing society. In recent times, the Indian media has been subject to a lot of criticism for the manner in which they have disregarded their obligation to social responsibility. In this morbid scenario, the internet as a new media platform presumably stands out as a beacon of independence and transparency.

Internet and concepts like e-governance help create transparency between the government and the citizens. This has made the social platforms a powerful and intimidating tool for public advocacy. Most analysis about social networking tends to focus on the positive qualities and rarely take a negative view. Eventually, a more critical view holds that social media in fact works more against democracy rather than for it. It may lead to mobocracy, where half-baked ideas find emotional resonance with a majority and subsequently force public opinion.

The fact that India has been flooded with more than a billion mobile phones in the last ten years has not made it a deeper or stronger democracy. Technology such as WhatsApp can mobilise people for democratic struggles or even fan violence and hatred.

Q.5. Write Short Notes on the Following (Any Three): (15)

1. Different Kinds of Business Reports
2. Do's and Don'ts of a Group Discussion
3. Internal Measures to Promote Public Relations
4. Videoconferencing
5. Functions of a Sales Letter
