

VCD 090522

CLASS: FYBFM

MARKS : 75

SUBJECT: BUSINESS COMMUNICATION -II

HRS: 2.30 hrs

Q.1 MCQ'S QUESTION

40 MARKS

1. OHP stands for.....
- a. over head projector b. over hair protector c. over head projection d. over head picture
2. An is in control of an interview.
- a. idea b. intelligent c. interviewer d. interest
3. The first step in the WASP technique is
- a. well wish b. welcome c. well trained d. welcoming
4. Meetings have a agenda.
- a. fixed b. indefinite c. executive d. agenda
5. meetings do not follow strict rules of procedure.
- a. annual general b. executive c. exchange d. agenda
6. Paperwork is the responsibility of the
- a. secretary b. chairman c. manager d. employer
7. WASP stands for.....
- a. welcoming, acquiring, supplying, parting b. watched, acquiring, special, parting
- c. willing, ability, special, parting d. welcoming, acquiring, special, parting
8. allows web tours.
- a. skype b. webinar c. whatsapp d. instagram
9. Participants in a conference..... voting rights
- a. have. b. do not have c. had d. had not
10. A research paper is analyzed at a
- a. meeting b. conference c. webinar d. keynote
11. Crisis management is the work of professionals.
- a. public relation b. multitask c. IT d. peoples
12. management is handled by Public Relation professionals
- a. event b. crisis c. obeyors d. advisors

13. Attending to complaints is known as.....

- a. adjustment b. complaints c. claims d. partial

14. Even if the complaint is found to be false, the seller should draft his reply in a way.

- a. polite b. partial c. purpose d. party

15. Suggestion schemes are communication.

- a. upward b. downward c. house organ d. bulletins

16. The summary should begin or end with.....

- a. the topic sentence b. supporting sentences
c. complaints sentences d. polite sentences

17. In the AIDA formula, D stands for.....

- a. desire b. demand c. damage d. depend

18. Lawyers..... be hired to lodge a complaint in the consumer court.

- A. may be b. must be c. may not be d. must

19. Complaint is to be filed within years.

- a. two b. three c. one d. four

20. Individual or Committee report is determined by the number of preparing it.

- a. periodic b. persons c. prescribed d. presents.

Q.2 Attempt any (1)

7marks

A. Describe the various type of interviews and show how interviews are a part of two way communication process ?

B. Which are the different types of meetings? In what ways do they differ from each other?

C. Define Public Relations? Discuss its purpose and objectives in modern business?

Q3. Attempt any (1)

7marks

A. You want to have your office completely renovated. Write a letter to Novelty Decorators, Mumbai, giving details of your requirements and asking them to submit an estimate of the cost.

B. What are the essential characteristics of a good sales letter?

C .Write a sales letter to promote the sale of a frost free refrigerator .Write in complete block form?

Q4. Attempt any (1)

7 marks

A .Define a Report. Why is report writing essential to modern business?

B .Draft the petition to the consumer cell seeking a gas connection and compensation for the delay?

C.A customer who has placed an order for certain goods, now wishes to cancel it owing to lack of storage facilities. Draft a suitable reply?

Q5. Attempt any (1)

7marks

A. How does the P.R.O .communicate with outside 'publics'?

B .What is a conference? What are the objectives of holding business conferences?

C .Describe the various types of group communication conducted in a business organization.

Q6.Shorts Notes (any (2)

7marks

a .Types of conferences.

b. Mass media

c. WASP

d. Importance of Grievance.

e. Fairs, Exhibitions and shows.