

Q.1 Answer any three from the following

15

1. Explain the principals of effective presentations.
2. A Committee has been formed to investigate the possibilities of starting a Co-operative store in your college. Draft the report of the committee with Favorable recommendations.
3. Explain the need and importance of Meetings
4. Define Public Relations and explain the functions of it.
5. Write a letter to Ms. Reena Raj informing her about her appointment as Manager (Marketing) at Allahabad Bank, Andheri

Q.2

Answer any three from the following

15

1. What are the Types of Report ? Explain any two in detail.
2. What are the problems of group communication and how to overcome them?
3. Draft the Notice with Agenda for the Annual General Meeting.
4. Explain how Public Relation helps to create goodwill.
5. Draft a letter to your bank informing them of your new address.

Q.3

- A) You have got a call from a university in New Zealand to pursue higher Studies. You require financial help. Write to a bank enquiring about Loans available. 08
- B) Rajasthan Food Mart caught in the fire they have Insurance for the same. Now they want to claim that. Draft the letter they would write to an Insurance company. 07

Q.3

- A) Wanted an experienced aerobic instructor for a reputed health club in Mumbai. Apply with a detailed bio-data to Box. No. 345, Times of India Mumbai-400 003. 08
- B) Draft a promotion letter to Mr. Rajanikant as he is promoted to Chief Editor. 07

Q.4

- A) Write a letter of complaint to a tinned foods company stating that The stock you have received in your shop has passed the expiry date. 08
- B) As a manager of a retail home appliance dealer enquire the prices and Trade terms for mixer-grinders and washing machines. Your monthly Sales are 75 of each device. 07

OR

Q.4

- A) Draft a letter of Termination to Ms. Anuja as she held responsible For unethical practice in the organization. 08

PTO

B) Summarize the following paragraph and suggest the Title

Education has always had two objects: on the one hand, to give skill; and on the other, to impart a vaguer thing which we may call wisdom. The role of skill has become very much larger than it used to be and is increasingly threatening to oust the role of wisdom. At the same time it must be admitted that wisdom in our world is useless except for those who realize the great part played by the skill that is the distinctive feature of your world.

Although scientific skill is necessary, it is by no means sufficient. A dictatorship of men of science would very soon become horrible. Skill without wisdom may prove to be purely destructive. For this reason, if for no other, it is of great importance that those who receive a scientific education should not be merely scientific, but should have some understanding of that kind of wisdom which, it can be imparted at all can only be imparted by the cultural side of education. Science enables us to know the means to any chosen end, but it does not help us to decide upon what ends should be pursued. If you wish to exterminate the human race, it will show you how to do it. If you wish to make the human race so numerous that all are on the very verge of starvation. It will show you how to do that. If you wish to secure adequate prosperity for the whole human race, science will tell you what you must do. But it will not tell you whether one of these ends is more desirable than other. Nor will it give you that instinctive understanding of human beings that is necessary if your measures are not to arouse fierce opposition which only ferocious tyranny can quell. It cannot teach you patience, it cannot teach you sympathy, it cannot teach you a sense of human dignity. These things, insofar as they can be taught in formal education, are most likely to emerge from the learning of history and great literature.