

D-15/02/2017

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F.Y.B.B.I SEM II EFFECTIVE COMMUNICATION

75mrks. 2 ½ Hours

Q1 A) Fill in the blanks:

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- 1) A seminar of research paper is another form of _____.
- 2) _____ is an exercise tht often helps the process of remembering.
- 3) _____ is nothing but the summary of the business conducted in the meeting.
- 4) Effective public relations helps organizations to reach out and communicate with its _____.
- 5) Public relations deals with the relation of an _____.

B) State whether the following statement is true or false :

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- 1) Quorum I the list of people attending the meeting.
- 2) The secretary summarises what the meeting has achieved at the end of the meeting.
- 3) Resolutions are the official records of proceedings at meeting.
- 4) There is no fixed layout or design for a resume.
- 5) The success of conference depends on the chairperson or his secretary.

C) Define the terms:

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- 1) Paralanguage
- 2) Pitch
- 3) Minutes
- 4) Press conference
- 5) Memo

Q.2) A) Oral presentation is a combination of verbal and nonverbal skills .Explain.

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B) What is the role of an organization during crisis?

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OR

C) Explain the importance of crisis management to an organization

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D) What are the problems of group communication

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- Q.3) A) Mr. Kumar has been promoted to the post of senior manager(HRD) at the companies south Mumbai office. Draft the letter of promotion
- B) Your credit card statement shows a debit of Rs.2500 you have not made. Write a letter to the bank explaining the situation and requesting suitable action.

OR

- C) "Wanted experienced lecturer to teach accountancy to senior section in a reputed college in Mumbai." Post-graduate degree are preferred. Apply within 10 days with bio-data to post box no. 124, Times Of India, Mumbai-01.
- D Dinesh Food-mart wishes to ensure their premises against damage and loss by fire. Draft the letter to be written to an insurance company

- Q.4) A) As a secretary of a student council. Draft a report to the principal regarding poor quality of food provided in a canteen and suggestions to the same.
- B) Your statement of account shows excess balance without any prior notice. Write a letter to the bank asking about the details with reasons.

OR

- C) Draft a letter of appointment to Mr. Prasad as he is appointed as Senior manager (Administration) at Dadar branch.
- D) What is report? Explain the types of it.

Q.5) Write short notes (Any 3):

- 1) Internal public relations
- 2) Press conference
- 3) Tele-conferencing
- 4) Posters
- 5) Reference