

- Notes: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1 A) Fill in the blanks:

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

B) State whether the following statements are True or False:

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

C) Define the terms:

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

Q. 2 A) What are the problems of group communication?

8

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

7

OR

C) Oral presentation is a combination of verbal and non-verbal skills. Explain.

8

D) Explain the importance of crisis management to an organisation.

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3 A) "Wanted and experienced lecturer to teach Commerce and Accountancy to Junior college in a reputed college in South Mumbai". Post graduate with a degree in education are preferred. Apply with 10 days with Bio-data to Box No. 133, Times of India, Mumbai - 01.

8

B) Mr. Pritam Bedi has been promoted to the post of Sr. Manager (Administration) at the company's Bangalore office. Draft the letter of promotion.

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OR

C) Your credit card statement shows a debit of an amount you have not made. Write a letter to the bank explaining the situation and requesting suitable action.

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D) Vishal Food Mart wishes to insure their premises against damage and loss by fire. Draft the letter they would write to an insurance company.

7

P.T.O.

- Q. 4 A) Write a letter to Mr. Pramod informing him about the appointment as Manager (Marketing) at Dadar branch. Draft the appointment letter.
- B) Your statement of account shows excess balance without any prior notice. Write a letter to the bank asking about the details of the excess payment with reason and details of the account.

OR

- C) What is report? Explain the various types of reports in detail.
- D) As a secretary of student council you have been asked by principal to draft a report on the quality of food provided in the canteen and suggestions related to the same.

Q. 5 Write short notes: (Any three)

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

— The End —

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