

Q. 1 Fill in the blanks with suitable options.

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1. A Selection or Employment interview is also known as interview.
(Job / Segregation / Selector / Appraisal)
2. The first step towards organizing a Meeting is to
(Decide the venue / Determine the purpose / Inform the members / Solve problems)
3. refers to a meeting for discussion or an exchange of views.
(Board meeting / Committee meeting / Conference / Public relations)
4. is an ongoing activity.
(Public Relations / Meetings / Group Discussions / Conference)
5. A/An provides a personal touch which promotes goodwill.
(Open House / Press Conference / Exhibition / journal)
6. are designed to be handed out to people for sales promotion.
(Leaflets / Reports / Memos / Letters)
7. A / An Provides written intimation about the date, time and venue of a business meeting. (Notice / Resolution / Agenda / Minutes of meeting)
8. are based on the findings of a Business Report.
(Recommendations / Terms of Reference / Summary / Evaluation)
9. Suggestion Schemes are an example of communication.
(Upward / Downward / Horizontal / Diagonal)
10. Catalogues, Price – list and Product Literature are sent by a seller in response to a letter of (Order / Complaint / Claims / Inquiry)
11. A conference should be
(Need based / Choice based / Quality based / Quantity based)
12. Interviews are conversations with
(Fun / Purpose / Friendliness / Informality)
13. Is the one who is being interviewed.
(Interviewee / Interviewer / Employee / Candidate)
14. Meetings are conducted once a year.
(General Members / Special / Annual General / Executive)
15. Transparencies must be covered with ----- papers.
(A4 size paper / Opaque Paper / Plastic Paper / Cardboard Paper)
16. helps to improve the efficiency and motivation of the employee.
(Grievance Interview / Exit Interview / Selection Interview / Appraisal Interview)

17. The first step in the WASP technique is.....
(Wi – Fi for the candidate / Wish from the candidate / Welcoming the candidate / Work from Home)
18.helps in building a good image of the company.
(Publicity / Propaganda / Communications / Public Relations)
19. is /are element of body of a business report?
(Glossary / Cover letter / Recommendations / Executive)
20. What is the time limit to get the information under RTI Act 2005?
(15 days / 45 days / 60 days / 30 days)

Q. 2 Attempt any One.

07

- A. Evaluate the importance of the Chairperson during a meeting.
- B. What is an Interview? Enumerate the types of Interviews.
- C. Define meeting. What are the advantages and Disadvantages of Committee Meeting?

Q. 3 Attempt any One.

07

- A. Define Public Relations. List and explain any five measures to promote the External Public Relations of an Organisation.
- B. What is Conference? What are the different Types of Conferences?
- C. Discuss the functions of the Public Relations Department in an organization.

Q. 4 Attempt any One.

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- A. An Educational Institution requires one hundred and fifty desks for its classroom. Draft a **letter of Inquiry** addressed to Society Furniture Mart asking for a Price – list and catalogue. Use the Complete Block Layout.
- B. Draft a **Sales Letter** to promote sale of “Air-Conditioned Machine” in semi-block layout.
- C. You had ordered 10 cases of glassware from Crystal Stores, Bandra, Mumbai. When you received the cases much of the glassware was chipped or broken because of poor packaging. Draft a **letter of Complaint** and ask for a replacement of the damaged goods. Use the Modified Block Layout.

Q. 5 Attempt any One.

07

- A. Draft a letter addressed to the President, **District Consumer Redressal Forum**, Hari Om Building, Naupada, Colaba, Mumbai complaining about a defective washing machine sold to you by Vijay Electronics, Charni Road, Mumbai. Use the Complete Block Layout.
- B. Draft an **Investigative report** with recommendations about the unhygienic conditions in the canteen of A – One Works Pvt. Ltd., Andheri, Mumbai.

- C. Draft an **RTI Letter** seeking information regarding your Driving Licence that has not been delivered to you in spite of having submitted the required documents and completing all the necessary formalities over two months ago.

Q. 6 Write short notes (Any Two)

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- A. 4 Principles of Effective Presentation
- B. Videoconferencing
- C. Purpose and Objectives of Public Relations
- D. Appraisal Interview
- E. 'WASP' as a technique of Interview

