

090522  
VCD ----- Class – FY.FMG Subject – Business Communication-II  
Hour – 2 ½ Hours Marks – 75

**Q1. Choose one correct option.**

(40)

1. Candidate's leadership qualities can be tasted through?  
a. Conference      b. Meeting      c. Group Discussion      d. Interview
2. Suggestions schemes are an example of ----- communication.  
a. Upward      b. Downward      c. Horizontal      d. Zigzag
3. Catalogue, Price - list, and Product literature are sent by a seller in response to a Letter of -  
-----.  
a. Order      b. Complaint      c. Inquiry      d. SoP
4. RTI stands for .....  
a. Rights to Idea      b. Rights to Information      c. Rule to information      d. Rights to Internet
5. ----- meetings are conducted once a year.  
a. Annual General      b. Executive      c. Special      d. General Members
6. Press release is also called as -----.  
a. news release      b. press Kit      c. circular      d. letter
7. An interview involves ----- Communication.  
a. telephonic      b. face to face      c. radio      d. informal
8. What is the last stage of group formation?  
a. Forming      b. Storming      c. Norming      d. Adjourning
9. Exit interview associates with -----.  
a. resignation of employee      b. promotion of employee      c. counselling of employee  
d. assigning new task to employee
10. Webinar associates with -----.  
a. video conferencing      b. survey      c. sharing data      d. opinion polls
11. Which type of conference uses video & audio system to transact or discuss matters with each other?  
a. Round table conference      b. Public conference      c. Virtual conference  
d. Trade conference
12. Inaugural session, technical session & valedictory session are the important part of which organizational activity?  
a. Group discussion      b. Conference      c. Meeting      d. Panel discussion
13. Research papers are presented by scientists, researchers & academicians in -----.

- a. workshops      b. round table conferences      c. professional conferences      d. seminars

14. Crisis management is the work of -----.

- a. IT      b. Public Relation department      c. Technical staff      d. Social justice department

15. Creating a positive image & reputation of a company within the society is a prime responsibility of -----.

- a. Secretary      b. Chairperson      c. Public Relation department      d. Board of Directors

16. Day, date, time and venue are the important part of which type of organizational writing?

- a. Report      b. Notice      c. Press Release      d. Claim letter

17. Terms of reference, procedure, findings & recommendations are the essential segments of which type of professional writing?

- a. Circular      b. Notice      c. Press release      d. Report writing

18. The signature block consists of the sign of -----.

- a. speaker      b. listener      c. receiver      d. sender

19. Which of these qualities are important in a group discussion?

- a. Emotional stability      b. Hostility      c. Ignorance      d. Aggressiveness

20. .... meetings are called expressly for one issue at a time.

- a. Annual General      b. General Members      c. Special      d. Executive

**Q2. Answer any one out of three questions.**

(07)

- a) Discuss the various types of conference and their disadvantages.  
b) Discuss the different ingredients of group discussion.  
c) Explain the different types of interviews?

**Q3. Answer any one out of three questions.**

(07)

- a) Explain the measures that can be taken by an organization to promote External Public Relations.  
b) What are the different types of meeting? Explain the role of chairman in a meeting.  
c) Draft a notice and agenda for the Annual General Meeting of Mahindra & Mahindra Co. Ltd.

**Q4. Answer any one out of three questions.**

(07)

- a) You had ordered 25 dozen dinner plates from 'Messrs Glory Glass' company. Most of the dinner plates have received by you was in a damaged condition. Write a letter of complaint, asking for either a replacement or a refund. Use a modified-block layout.



b) You want to buy new range of sarees for your store. Write a letter of inquiry to Saroj Handlooms, inquiring about their prices and designs. Use a full-block layout.

c) Draft a Sales letter to promote sale of a Shampoo in semi- block layout.

**Q5. Answer any one out of three questions.**

(07)

a) Your application for passport has not been processed inspite of having submitted all required document Draft a letter under the RTI act for the same.

b) A committee has been appointed to investigate the cause of declining sales in cosmetics. Draft an investigative report with suitable recommendations.

c) Rajesh Shah Purchased an A2 Washing Machine from Yudhan sales. However, within the warranty period of 1year, the machine stopped operating and Yudhan Sales failed to rectify the defect. The Manufacturers, A2 Ltd. were also unable to repair the machine. Draft a letter addressed to Consumer Redressal Forum seeking compensation. Use a full-block layout.

**Q6. Write short notes on any two of the following:**

(07)

a) Leadership in group discussion

b) Promotion interview

c) Advantages of conference

d) Agenda

e) Image building by PR