

N.B. (1) All Questions are compulsory.

Q.1 A. Fill in the blanks with suitable options: (Any Eight) (08)

1. A interview is also known as Job interview.
(Selection / Exit / Grievance / Appraisal)
2. is a list of items to be deliberated upon in a meeting.
(Agenda / Notice / Resolution / Minutes)
3. The meeting begins when there is a
(Quorum / Notice / Agenda / Resolution)
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. Recommendations are based on the findings of a Business
(Report / Letters / Summary / Memos)
9. are an example of Upward communication.
(Suggestion Schemes / Order / Instructions / Information)
10. Catalogues, Price – list and Product Literature are sent by a seller in response to a letter of
(Order / Complaint / Claims / Inquiry)

Q. 1 (B) Match the following. (Any Seven)

Column A

1. Vote of Thanks
2. Review of Performance
3. Video Chat
4. Role Analysis
5. Bulletins
6. SWOT Analysis
7. Notice
8. External PR
9. Exit Interview
10. Good will

Column B

- A Enables selection of right candidate
- B Last item in the agenda
- C Enables self-assessment
- D Appraisal Interview
- E Written intimation about a meeting.
- F Additional Value of a Product or Service
- G Skype
- H Give Latest Developments
- I For an outgoing employee
- J Open House

(07)

Q. 2 (A) What is an Interview? Enumerate the types of interviews.

(B) Why meetings are considered important by business organizations?

(08)

(07)

OR

(C) Define meeting. Explain the various types of meetings.

(D) Define Interview. How should an interviewer prepare to conduct a Selection interview?

(08)

(07)

Q. 3 (A) Define Public Relations. List and explain any five measures to promote the External Public Relations of an organization.

(08)

(B) List and explain the factors that must be considered to organize a successful Conference.

(07)

OR

(C) What are the different types of conferences? What is the significance of each type?

(08)

(D) What are the major functions or activities of Public Relations Department?

(07)

Q. 4 (A) Mahesh purchased LG Refrigerator from Mahavir Electronics. However, he did not receive the gift item with the refrigerator as promised through their advertisement. Although, he repeatedly requested that the gift be supplied to him, they did not do so. Complaint to Consumer Grievance Redressal Forum to seek compensation. Use the Complete Block Layout.

(08)

(B) As the General Manager of The Conifer Group of Hotels Pvt. Ltd., write a letter of Inquiry addressed to Mehta Textiles Pvt. Ltd., asking for a quotation

(07)

for 2,000 bed sheets and 4,000 pillow covers. Use the Complete Block Layout

OR

- (C) A Committee has been appointed to investigate the possibility of starting a Photocopy cum Stationary Shop in your College premises. Draft a **Feasibility Report** with suitable recommendations. (08)
- (D) Draft a letter from Akshara Saris, Dadar to Swaraj Saris, Bangalore **complaining** about a delay in the delivery of goods ordered by them. Use the Modified Block Layout. (07)

Q. 5 A Write Short Notes: (Any Three) (15)

1. Advantages of Meetings
2. Crisis Management
3. Appraisal Interview
4. Advantages of Conferences
5. The Interviewee's Preparation for Job Interview

OR

- B. Roles of Convener, Chairperson and Participants in a meeting. (08)
- C. Draft a Notice and Agenda for the Annual General Meeting of Jindal Steel Co. Ltd. (07)

