

Notice : all questions are compulsory.

Q.1 a) fill in the blanks with suitable portions (any 8)

(08)

1. Employees speak frankly and fearlessly in on \_\_\_\_\_ interview.  
(Selection, Exit , Medical )
2. \_\_\_\_\_ meetings do not follow strict rule of procedure.  
(Formal, Informal , Vertical )
3. Members share an ideology in \_\_\_\_\_ organizations.  
(Social, Physical , Psychological )
4. A research paper is analysed at a \_\_\_\_\_.  
(Meeting, Competence , Committee )
5. Participants in a conference \_\_\_\_\_ voting right.  
(Have, Do not have , Sometimes )
6. Public relation officers act as \_\_\_\_\_ to the management.  
( Advisors , Obeyors , Disobeyors )
7. \_\_\_\_\_ management is handle by public relation professionals.  
(Event, crisis, IT )
8. RTI stand for \_\_\_\_\_.  
( Right to Information , Reserve to Information , Ritual to information )
9. Application should be submitted to \_\_\_\_\_.  
(PIO , IT , RTI )
10. \_\_\_\_\_ report may be in the form of a personal letter.  
(Formal, Informal, Private )

Q 1. B) state whether the following statements are True or False

(07)

1. Audience analysis gives you the basis for presentation.
2. Interview are conducted by on person only.
3. Appraisal interview should be conducted every week.
4. Resolutions are recorded in the law book.
5. Agenda is kept a secret till the meeting begins.
6. Organizing a conference does not in value public relations.
7. Participants of a conference must carry their own food.
8. Guest speakers are sent thank you letters.

9. The internet is used by the PR department.  
10. A press release must be greatly detailed.

- Q 2.** a) Discuss selection interview and its importance. (07)  
b) Write a note on stages of group dynamics. (08)

OR

- c) Explain demerits of a conference. (07)  
d) Write a note on suggestion schemes. (08)

- Q 3.** a) As the supervisor manages of Aakland group of Hotus Pvt Ltd. Write a Letter of Inquiry addressed to Rai Textile Pvt. Ltd , asking for a quotation For 2000 bed sheets and 4000 pillow covers. Use the compute block layout. (07)

- b) You have ordered 10 hand mixer from Rahi an online electronic goods selling company. one of the grinder received by you were in a damaged condition. Write a letter of complaint asking for either a replacement or a refund. Use the modified block layout. (08)

OR

- c) A committee has been appointed to investigate the feasibility of starting a Ration Shap at Virar. Prepare a report with recommendations for the same. (10)

- d) Prepare a Notice and Agenda for a Board meeting of Josh Industries, Dadar east, Mumbai. (05)

- Q 4.** A) Draft a Sales letter to promote the sales of electronic appliances. Use the semi block Layout. (07)

- b) Draft a letter addressed to the President, District consumer Redressal forum , sudarshan bilding , Gokhale Road , Dadar , Mumbai. Complaining about a defective mabete said to you by Shalie Electronics. D . k Road , Mumbai. Use the compute Block layout. (08)

OR

- c) A Ration card has not been issued to you in spite of having submitting all required documents. Draft a letter under the right to Information Act asking about the reasons for the delay. (07)

d) Summaries the following passage.

1. The current business conditions demand that the returns on investment multiply manifold, far beyond conservative estimates. This has firms and companies running around in circles to achieve a high profit margin. Since, people are the prime movers behind any business, they are also the most vital link in the chain of corporate performance. And the strength of the chain is only as strong as the weakest link. It is extremely important for Indian corporates to focus on this link, the human resources. In a newly established team, it is very important that training and orientation are imparted to each employee, in order to enable them to perform the functions for which they have been recruited. Intellectual, operational or administrative skills as required should be imparted to every team member as this determines his/her competency. Without full knowledge of a job or a product, an individual, however capable, would be a failure.

Building a performance-oriented culture is not a very pleasant task. Pure gold cannot be separated from impurities without burning. Similarly, each individual must be pushed to his limits, to ensure that he is exercising all the skills he possesses. Every employee must receive a proper performance plan and a career plan from the company. Periodic reviews to assess the individual's performance vis-a-vis the management's expectations is mandatory. Achievers should be generously rewarded and failure should be analysed. Joint efforts must be made by both parties (the non-performer and his superior) to improve a poor performance. The organisation of the future will be made up of stars. Stars are created, not born. Companies should strive to create an ambience and culture that nurtures achievers. India has survived for too long without quality and performance norms. It is time we took our jobs seriously. (298 words)

Q 5. Write short notes (any 3)

- a) Video – Conferencing.
- b) Appraisal Interview.
- c) Types of Meetings.
- d) Suggestion Scheme
- e) The AIDA formula.