

Q.1. Chose the correct alternative and rewrite the answer:

(40)

1. The RTI act came in to being in
(a.1995, b.2005, c.2015, d.2010)
2. Structured interviews are always
(a.pre - planned, b.unplanned, c.planned on the spot,d.regular planned)
3. A is a form of paper advertisement intended for wide distribution.
(a.flyer, b.memo, c.report, d.proposal)
4. requires the use of web - cams.
(a.Video - conference, b.Tele - conference, c.Telegram, d.Facebook)
5. The main PR activities are:
(a.handling accounts, b.Recruitment management, c.Lobbying and literature, d.Event management and publicity)
6. The person who conducts the interview is called the
(a.interviewer, b.interviewee, c.candidate, d.employee)
7. Meetings have a agenda.
(a.temporary, b.fixed, c.private, d.non fixed)
8. Valedictory session is the important part of which following activity?
(a.Conference, b.Meeting, c.Interview, d.Trade Exhibition)
9. What is the last stage of group formation?
(a.Forming, b.Storming, c.Norming, d.Adjourning)
10. Agenda is generally attached with
(a.notice, b.memo, c.complaint letter, d.inquiry letter)
11. report presents relevant facts and figures.
(a.Periodic, b.Informative, c.Informal, d.Formal)
12. Attending to complains is known as
(a.Inquiry, b.orders, c.claims, d.adjustment)
13. Research papers are analysed at a
(a.video conference, b.meeting, c.conference, d.tele conference)
14. Writing summary of a text or document involves the passage.
(a.increasing, b.reducing, c.adding, d.editing)
15. Feedback forms are analysed in which following activity?
(a.Meeting, b.Conference, c.Group discussion, d.Interview)
16. Employees speak frankly and fearlessly in a/an
(a.promotion interviews, b.under-stress interviews, c.exit interviews, d.punishment interviews)
17. Which type of meetings do not follow strict rules of procedure?
(a.Formal, b.Informal, c.General, d.Semi-formal)
18. Research papers are presented by scientists, researchers & academicians in
(a.workshops, b.round table conferences, c.Professional conferences, d.virtual conference)

19. 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)
20. Who has authority to issue a notice in an organization?
(a.Secretary,b. Manager, c.Supervisor, d.Employee)

Q.2. Attempt any 1 of the following: (07)

- a) What preparations need to be made for the smooth conduct of an interview by interviewee?
- b) Discuss the role of convener and chairperson in a meeting.
- c) Explain the different types of conferences

Q.3. Attempt any 1 of the following: (07)

- a) What measures do the PRD employ in order to maintain External Relations.
- b) What is Crisis . Discuss the measures taken by Public Relations to manage crisis in organization.
- c) Draft a Notice cum Agenda by Excise auditors for the Monthly meeting of the managing committee.
- d) Q.4. Attempt any 1 of the following: (07)

- a) You have started a gift store. Draft a letter of inquiry to Chumbak inquiring about the various gift items available and their price list. Use the Full block layout.
- b) You have brought glassware from Glory glassworks. On opening the package, you found that the cutlery was broken and in a very bad condition. Draft a letter of complaint to Glory glassworks asking for a replacement of the entire order. Use the Modified block layout.
- c) Draft an RTI letter seeking information about your driving license which was due 2 months back but has not been received yet despite completing all the formalities.

Q.5. Attempt any 1 of the following: (07)

- a) Draft a promotional leaflet to promote the sale of a Food truck.
- b) A committee has been appointed to study the cause of students eating outside food instead of the canteen food. Draft an investigative report on behalf of the committee with suitable recommendations.
- c) Rajesh Shah purchased an AZ Washing Machine from Yudhan Sales. However, within the warranty period of 1 year the washing machine stopped operating and Yudhan sales failed to rectify the defect. They were also unable to give you the refund. Draft a letter addressed to the Consumer Redressal Forum seeking refund and compensation. Use the full block layout.

Q. 6. Write short notes: (any 2) (07)

- a) Video conferencing
- b) AIDA formula of sales
- c) Crisis management
- d) Selection interview
- e) Role of secretary in a meeting.