

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

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

1. A Selection or Employment interview is also known as interview.
2. _____ helps to improve the efficiency and motivation of the employee.
3. _____ is often held for problem solving and decision making.
4. The first step in organizing a meeting is to _____
5. _____ are based on the findings of a Business Report.
6. _____ refers to a meeting for discussion or an exchange of views.
7. _____ provides a personal touch which is very valuable for building good will.
8. _____ can reduce tensions and frustrations and set practical and attainable goals before workers.
9. Suggestion Schemes are an example of communication.
10. The person who gives the interview is called the _____.

(Open House, Upward, Counseling, Recommendations, Interviewee,

Determine the purpose, Conference, Group Discussion, Appraisal, Job)

Q. 1 (B) Match the following. (Any Seven) (07)

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

Q. 2 (A) What is an Interview? Enumerate the types of interviews. (08)

(B) Define meeting. Why meetings are considered important by business organizations? (07)

OR

- (C) Define meeting. Explain the various types of meetings. (08)
(D) Define Interview. How should an interviewer prepare to conduct a Selection interview? (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 for 2,000 bed sheets and 4,000 pillow covers. Use the Complete Block Layout (07)

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 **Write Short Notes: (Any Three)** (15)
1. Advantages of Meetings
2. Crisis Management
3. Importance of Interviews
4. Advantages of Conferences
5. Objectives of Public Relations Department

