

Write short notes (3 out of 4)

- The Selection Interview.
- Assessment or Appraisal Interview.
- Consensus in Group Communication.
- Advantages of Group Communication

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2 a) Essay type answer (1 out of 2)

- Explain the importance of Public Relations Department, and Write all functions of Internal Public Relations?

7

OR

- Describe the role of a Chairperson in committee meeting ?

b) Report writing (1 out of 2)

- Define a Report. What are the different types of report.

8

OR

- Draft an individual to your Mayor on the condition of road in Virar.

3 a) Draft a notice and agenda for the annual general body meeting of Tycoon Watch Company Ltd.

4

Write a resolution for the appointment of Auditors and for the declaration of Dividend

b) Summarise the following passage.

5

Summarisation

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 corporate to focus on this link-the human resources. In a newly established team, it is very important that training and orientation are important 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)

(P.T.O.)

Write the following letters (3 out of 4)

- a) Draft a complaint letter as Rohit has purchased a collection of DVDs from Sony Entertainment at a total cost of Rs. 2000/-, which have turned out to be blank.
- b) Draft attractive sales letter for the "Mathemagic", Vedic Maths Classes.
- c) Draft a redressal letter for the following situations that your mobile service provider has charged you Rs. 500/-, for a 'Latest ring tones on your mobile' facility, when you had not subscribed for it.
- d) Draft Right to Information Act queries for you application for an educational loan is not processed despite you have completed all the formalities.

— The End —

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