

VCD-12-3-14 - FYBCOM-SEM II - BUSINESS COMMUNICATION-60-2 HRS-1800

Q.1 Short Notes (Any three)

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- a) Role of leadership in Group discussion
- b) The Selection Interview
- c) Role of the interview and interviewee
- d) Need and importance of meeting
- e) Advantages and disadvantages of meeting

Q.2 Answer any two of the following

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- A. what do you understand by a conference. Bring out the advantages and disadvantages of conferences
- B. Define public Relations. Discuss its purpose and objectives in modern business.
- C. Who are the 'Publics' in Public relations? How does the public relations department communicate with the external public?

Q.3 Attempt any three of the following

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- i) Sheela wants to purchase some washing machine to stock them for Christmas sales. She makes enquiries about the different varieties of washing machines available and their prices from Jai Maa electronics. Draft her letter of Inquiry.
- ii) Ramesh is delivered the wrong cake on the occasion of his son's birthday. Annoyed, he writes a letter of complaint to B.K. bakery describing the disappointment of his family. Draft a letter of complaint on his behalf.
- iii) Draft a sales letter promoting the sale of "Two - minutes soup "
- iv) Ram - Lakhan is an established music composer. He gave his music for a particular film. He now finds that the producer is planning to use the same in another movie as well without paying him royalty for the same. Draft his letter to the consumer all demanding royalty and compensation from the film producer.
- v) Paresh has applied for his Aadhar card six months ago. Use the RTI act to apply to the Aadhar office and question the delay.

Q.4 A (i) The university of Mumbai has appointed a committee of experts to consider the question for taking over the first year and the second year examinations. Draft a report recommending that all examinations be conducted by the university.

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(P.T.O.)

OR

ii) A committee has been appointed by India mills to study the causes for huge member of staff leaving jobs in the last two months. Draft the report on their behalf

Q.4 B. Draft the notice cum agenda for the Annual general Meeting of swastika Bharat Yashwanth committee also draft resolutions in the following instances.

i) Condolence on the passing away of a peon.

ii) Appointment of a clerk

Q.4.C Summarize the following passage

In New Zealand, 750 years ago, a giant, and now extinct, eagle ruled the skies, swooping down on its prey of flightless birds. It preyed on the moa, which exploited an ecological niche as the largest herbivore in New Zealand. These giant flightless birds were plant-eaters which grew to a height of nearly four meters, and weighted up to 230 kgs. In this isolated ecosystem, the two creatures fulfilled the role of predator and prey.

Scientists have known about the existence of Haast's eagle (*Harpagornis moorei*) over a century based on fossils, but the behavior of these giant birds was not entirely clear. Because of their large-size

- These eagles weighed up to 18 kg and has a wingspan of three meters
- Some scientists believe they were scavengers rather than predators.

Researchers used computerized CAT scans to reconstruct the size of the brain, eye, ears and spinal cord of this ancient eagle. They compared their data on the Haast's eagle to modern predator birds and scavenger birds to determine that the bird was a fearsome predator that ate the flightless moa birds and even humans. The eagle quickly evolved from a much smaller ancestor, with the body growing much more quickly than the brain, in the absence of competition, the researchers say its body grew 10 times bigger during the Pleistocene period, 7,00,000 to 1.8 million years ago. But, Haast's eagle became extinct about 500 years ago, due to the extinction of its primary food source, the moa, as the hands of early Polynesian settlers..

This work is a great example of how rapidly evolving medical techniques and equipment can be used to solve ancient mysteries. It is also an example of how the oral traditions of ancient peoples and scientific research can sometimes reach the same conclusion. This science supports Maori mythology of a huge bird that could swoop down on people and was capable of killing a small child.

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