

D : 18.2.2017

Class: F.Y.B.COM. (SEM-II) SUBJECT: Business communication

Marks: 75

Time: 2  $\frac{1}{2}$  Hrs.

N.B.: 1. All questions are compulsory.

2. All questions carry equal marks.

3. Figures to the right indicate maximum marks allotted to the sub-questions.

Q.1) write short note on any 3 of the following

[15]

- a) Role of the leader in group discussion
- b) Exit Interviewer
- c) Role of group dynamics
- d) Preparation for a meeting

Q.2) Answer any two of the following

[15]

- a) What is conference? Bring out the advantages and disadvantages of conferences.
- b) What is meant by public relations? What are the qualifications desired in a public relation officer?
- c) What are steps taken to ensure successful conduct of a conference.

Q.3) Attempt any three of the following.

[15]

- a) Raj lightings co. Ltd wants to buy LED lights and store them as he expects a huge demand for them during Diwali. The co. makes inquiry about the

different varieties of LED lights available from  
Bright wholesalers. Draft the company's letter of  
Inquiry on their behalf.

b) Manish receives less articles than his order in his consignment.

He writes a letter to oval glass co. Ltd. Draft the company's letter  
to him granting Adjustment.

c) Rita bought a medicine for her mother.

Making a conscious effort towards not getting into the excuse mode every time you are held accountable will eventually help you overcome this habit. If given an option, take up only those responsibilities which you think you can do justice to. If your senior at work provides you with feedback/criticism, you are privileged to have a mentor in him or her. Do not try to dodge it. Always use criticism to your own benefit. So the next time you are held accountable for a missed deadline remember to keep your apology straight.



(i) Appointment of a clerk

(ii) Condolence on the passing away a peon.

Q.4 (c) Summarize the following passage

Summarize the following passage :

[5 marks]

Constant failure to deliver what is expected of you can become a major hindrance in your professional growth. It's important to stop giving excuses every time you are unsuccessful. Accepting your failure and learning from your mistakes is the way to go.

Excuses at the workplace can vary from major hiccups like missing deadlines to others like walking - in late, leaving early, not being present at a said time at a said place, evading responsibilities, shirking work among others. It could range from self justification to indulging in blame games, which is usually the best way to sneak out of any unpleasant situation. There is no denying the fact that failure and success are two side of the same coin, and it is not obligatory to succeed in all your endeavours every time.

People who make excuses usually dread taking up responsibilities. Therefore, to begin with, learn to take up responsibility for the tasks that are assigned to you. In case you think you are unable to cope with something, you can always seek advice/ assistance from your colleagues or seniors. People who indulge in excuses are either egoistic or lack confidence. Giving a 'convincing' excuse may get you out of a clutter for once. But making it a habit will eventually raise a question on your credibility as an individual as well as a professional.

Most people, who indulge in excuses, feel that their reason is 'justified' and a 'valid' one. But, in order to get yourself on the right track, no matter how difficult you may find it, you have to first accept the fact that you always have an excuse ready every time you are at fault.

You definitely have the right to assert your innocence, if you are genuinely not the person at fault. But even while doing so, avoid the blame again. You can refuse to take sole responsibility for the failure of a task, but when it comes to team effort, you are equally responsible. But here it's also important to remember that there is a very thin line between believing that you are innocent and actually being innocent.

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Q.5 (a) Fill in the blanks

- (1) Public relations department works on team building to generate ----- goodwill.  
(a) employee (b) chairperson's (c) product.
- (2) ----- is published by the organization for its employee  
(a) Newspaper (b) comic book (c) house
- (3) ----- is the one who is being interviewed.  
(a) interviewed (b) Interviewer (c) interpreter
- (4) -----conduct a meeting  
(a) participant (b) convener (c) chairperson
- (5) ----- have themes  
(a) meeting (b) conference's (c) interviews
- (6) Interview is----- in nature  
(a) formal (b) informal (c) non- formal
- (7) ----- ensures that there is a quorum at the meeting  
(a) participant (b) convener (c) chairperson
- (8) ----- conferencing combines audio and video  
(a) teleconferencing (b) trade (c) video conferencing.

Q.5 (b) Match the following.

[07]

A.

B.

- |                      |                          |
|----------------------|--------------------------|
| 1) Leadership skill. | Public relations         |
| 2) chair person.     | Interview                |
| 3). New products.    | Meeting                  |
| 4) Slides.           | Exhibitions              |
| 5) Questioning       | Group Dynamics           |
| 6) Press releases.   | Power point presentation |
| 7) Correspondence.   | Trade letter.            |