

D:- 24/09/2016

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ATK

FYBCOM-SUB-B.COMMUNICATION- SEM II SEPT 2016- 75 MARKS-2 ½ HOURS

Q.1. Write short notes (3 out of 5)

(15 marks)

- a) Important aspects of group discussions.
- b) Exit Interview
- c) Preparation for a meeting
- d) Stages of group forming
- e) Image Building

Q.2. Answer in brief (2 out of 3)

(15marks)

- a) Define Public Relation. What is the internal measure of Public relations?
- b) Discuss advantages and disadvantages of conference?
- c) What are the types of Business Crisis?

Q.3. Write the following letters. (3 out of 5)

(15 marks)

- a) The Ideal Book Dept. Assam is asking Arun Printing press to quote for the printing 15000 copies of catalogue of books; A copy of previous catalogue is enclosed. Draft a letter.
- b) M/S Paramjit and Sons has placed an order with you for the first time and have asked for credit of three months. Their bankers are Punjab national Bank. Ask your bankers to take of the reference?
- c) Draft promotional leaflets to promote a book stall?
- d) LIC company has lost the original copy of your policy , which you have handed to them, Draft a RTI petition questioning their negligence?
- e) Mahesh Purchased a Refrigerators from Nata enterprises, however he did not received the gift item with the refrigerators as promised through their advertisement, Although he reputedly requested that the gift be supplied to him they did not do so, complaint to the consumer forum to seek compensations?

Q.4. (A) Define a report, discuss its characteristics of a good report? (7marks)

Or

The workers of a large factory have been asking for revised in wages and housing accommodation, the management appoints a committee to investigate the merits of demand, Draft a committee report.

(B) Draft a notice cum agenda for the first board meeting of Snehal & Sons. Draft resolutions for the following. (4marks)

- a) Election of chair person

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b) Declaration of dividend

(C) Summarize the following.

(4marks)

White Collar Employees, mainly Clerical Staff in Private and Public Organisations, Have Always Enjoyed the Best Privileges Available. They Have Access to the Best of Facilities Like an Air-Conditioned Well – Designed Office and a Five – Day Week. These Employees, by Virtue of their Falling in the Definition of 'Workman' Under the Industrial Disputes Act 1947, Enjoy the Protection of a 'Union' and Also the Benefits of Pay Hikes Every Three to Four Years.

Till recently, white Collar Labour did not Have Much Accountability Which Resulted in Low Productivity. Except in Emergencies, this Class of Workers Believe in Doing Today's Work on the Day After. Furthermore, Punitive Action against an Earning or Non-Performing Employee is Very Difficult Due to Complicated as Well as Tedious Procedures under the Indian Labour Laws, Which Employees and their Unions Take Full Advantage of. All this is Going to Hinder the Performance of Indian Companies and Weaken their Competitive Edge against the Ongoing Deluge of Global Players into the Indian Market. As it is, Indian Products Having Enjoyed the Privileges of a protected Market for so Many Years are Having a Tough Time Facing the Competition. It is About Time that White Collar Employees in General and Labour in Particular Pulled Up their Socks and Secured their Own Jobs by helping their Employers save their Companies from Sinking. There should be a Strong Desire to Learn New Jobs Which Will Also Help in Self-Development. Similarly, One Must Have the Willingness to Develop New Skills. If Typists and Stenographers of Old had not Learnt Computer Operations (at least related to their jobs), their jobs would Have Become Redundant. It is Essential for Everyone to Acquire Multi Skills as Companies Cannot afford a very Large Work-Force. Employees Should Display Flexibility in their Work Attitude, Adapt Themselves to Change, Work with a Greater Team Spirit and Develop Better Responses and a Sense of Belonging to the Organisation. Top Management Down to White and Blue Collar Workers Should Strive to ensure that the Quality of their Service is the Best. Let us not Forget Charles Darwin's Principle of 'Survival of the Fittest' which can be applied to this context.

Q.5. (A) fills up the blanks with the suitable word.

(7marks)

- a) A _____ presentation consists of slide show.
 - b) An interview involves _____ communication.
 - c) An _____ is in control of interview.
 - d) _____ Meetings do not follow.
 - e) Meetings have a _____ agenda.
 - f) A research paper analyzed at _____
 - g) Public relations officers act as _____
- (power point, face to face, interviewer, informal, fixed, conference, advices)

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(B) Match the following.

(8marks)

- a) Buttelins
- b) Internal PR
- c) Resolutions
- d) Chairpersons
- e) Evaluation
- f) SWOT Analysis
- g) Repriment
- h) Visuals Skills

- 1. Uses body language, picture & colors
- 2. Disciplinary action
- 3. Unable self-assessments
- 4. formal expressions of decisions taken
- 5. Ensures proper conduct of meetings
- 6. Connects employees at various levels.
- 7. Gives latest developments
- 8. Continues process during an interview

munotes.in

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