

[Time: Three Hours]

[Marks:100]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

Q.1 A) Explain the terms in 2-3 sentences (**any 5**)

10

1. Agenda
2. Exit Interview
3. Notice of a meeting
4. Webinar
5. Crisis Management
6. Resolution
7. House organ
8. Committee

B) Match the following:

05

- | A | B |
|-------------------|---|
| 1. Sales letter | a) held while leaving the organization. |
| 2. RTI | b) helps to maintain group dynamics |
| 3. External PR | c) AIDA |
| 4. Exit interview | d) Press Release |
| 5. Team work | e) Public Information Officer. |

Q.2 Write short notes on (**any 4**)

20

1. Interviewer's preparation for selection interview.
2. Role of the chairperson in a meeting
3. Grievance interview
4. Group Discussion
5. Advantages of meetings
6. WASP as an interviewing technique

Q.3 Answer the following questions (**any2**)

20

1. What is a conference? Explain the different types of conferences.
2. Define Public Relations. Discuss the methods adopted for improving internal Public Relations.
3. What are the advantages and disadvantages of a committee?

Q.4 Attempt the following letters (**any 4**):

20

1. Draft a letter of inquiry, asking for details of office furniture that you require for your new office.
2. You had placed an order for 100 raincoats to be delivered to your shop by the first week of May. You received the consignment in the first week of June. Draft a letter of complaint and ask for a suitable compensation.
3. Draft a sales letter for **any 1** of the following:
 - i) Fruit ice-cream
 - ii) Sun glasses

(P.T.O)

4. You had booked a flat with a builder who had promised possession in two years. Even after five years you have neither received the possession of the flat nor a refund, despite several reminders in writing. Draft a letter to the Consumer Grievance Cell requesting them to help you in getting redressal.
5. Your housing society has been receiving municipal water for only 2 hours daily for the last 3 months. Draft an RTI application to the municipal corporation of your ward, asking reasons for the same.

Q.5 The workers of XYZ company have gone on a strike. As the chairperson of the committee appointed to investigate the causes of the strike, draft your report and suggest measures to improve the situation. **10**

OR

Draft a proposal from a caterer for supplying lunch and snacks for your office staff on a regular basis.

Q.6 Draft the notice and agenda for the 10th Annual General Meeting of J.K. Foods Ltd. Also draft resolutions for the following: **10**

- i) Reappointment of auditors
- ii) Appointment of bankers.

Q.7 Summarize the following passage: **05**

There is a big difference between playing to win and playing not to lose. When we play to win, we play with enthusiasm and commitment, whereas when we play not to lose we are playing from a position of weakness. When we play not to lose, we are playing to avoid failure. We all want to win, but very few are prepared to pay the price to prepare to win. Winners condition and commit themselves to winning. Playing to win comes out of inspiration, whereas playing not to lose comes out of desperation. There are no ideal circumstances. There will never be. To reach any where we cannot just drift, or lie at anchor. We need to sometimes sail with the wind and sometimes against it, but sail we must.

Ask any coach or athlete what the difference between the best and the worst team is. There would be very little difference in their physique, talent and ability. The biggest difference you will find is the emotional difference. The winning team has dedication and they make the extra effort.

[वेळ : तीन तास]

[गुण:१००]

Please check whether you have got the right question paper.

N.B:

१. सर्व प्रश्न सोडविणे
२. मूळ इंग्रजी प्रश्न मानावेत.
३. उजवाकडील अंक पूर्ण गुण दर्शवितात.

प्र.१ अ) खालील संकल्पना दोन ते तीन वाक्यांमध्ये लिहा (कोणत्याही पाच)

१०

- i) सभेची कार्यक्रमापत्रिका
- ii) नोकरी सोडतानाची मुलाखत
- iii) सभेची सूचना
- iv) वेबिनार
- v) संकट व्यवस्थापन
- vi) ठराव
- vii) गृहसाधन
- viii) समित्या

ब) जोड्या लावा

०५

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|---------------------------|---------------------------------------|
| १. विक्री पत्र | अ) कंपनी सोडून जाताना घेतली जाते |
| २. माहिती अधिकार | ब) समूह प्रेरकशक्तीस उपयुक्त |
| ३. बाह्य जनसंपर्क (PR) | क) AIDA सूत्र |
| ४. नोकरी सोडतानाची मुलाखत | ड) वर्तमान पत्रांसाठी (PRESS RELEASE) |
| ५. सांघिक कार्य | ई) जनमाहिती अधिकारी |

प्र.२ टिप लिहा (कोणतेही चार)

२०

१. मुलाखत घेणाऱ्याची निवड मुलाखातीसाठीची तयारी
२. सभा अध्यक्षाची भूमिका
३. तक्रार निवारण मुलाखत
४. समूह चर्चा
५. सभेचे फायदे
६. WASP- मुलाखतीचे तंत्र

प्र.३ खालील प्रश्नांची उत्तरे लिहा (कोणतेही दोन)

२०

१. परिषद म्हणजे काय ते सांगून परिषदांचे निरनिराळे प्रकार स्पष्ट करा.
२. जनसंपर्काची व्याख्या सांगून कंपनीमध्ये अंतर्गत जनसंपर्क सुधारण्यासाठी कोणकोणत्या पध्दती असतात ते सांगा.
३. समितीचे फायदे आणि तोटे सांगा.

प्र.४ खालील पैकी कोणत्याही चारावर पत्रलेखन करा.

१. ए टू झेड फर्निचर्स, मुंबई, यांच्याकडे तुमच्या नवीन कार्यालयासाठी आवश्यक असणाऱ्या फर्निचरची चौकशी करणारे पत्र तयार करा.
२. तुम्ही १०० रेनकोट्सचा आदेश दिलेला होता. त्याची पोच मे महिन्या ऐवजी जून महिन्याच्या पहिल्या आठवड्यात मिळाली. याबद्दलचे तक्रार अथवा तडजोड पत्र लिहा.
३. विक्री वृद्धी करण्यासाठी कोणत्याही एकाचे विक्री पत्र तयार करा
 - i) फ्रुट आईस्क्रीम
 - ii) सन ग्लासेस
४. एका बांधकाम व्यावसायिकाकडे तुम्ही सदनिका बुक केलेली आहे. अश्वसित केल्याप्रमाणे दोन वर्षा-नंतरही सदनिका तयार नाही. पाच वर्षे होऊनही तुम्हास सदनिकेचा ताबा किंवा परतावा मिळालेला नाही. काही वेळालेखी स्मरण करूनही तुम्हास प्रतिसाद मिळत नाही. याबाबत ग्राहक मंचाकडे दाखल करावयाचे तक्रार निवारण पत्र तयार करा.
५. तुमच्या गृहनिर्माण सोसायटीस गत तीन महिन्यांपासून फक्त दोन तास पाणीपुरवठा होत आहे. या बाबत महापालिकेस माहिती अधिकार कायद्यान्वये पाठवायचे पत्र तयार करा.

प्र.५ xyz कंपनीतील कर्मचारी संपावर गेलेले आहेत. याबाबत नियुक्त केलेल्या समितीचा अध्यक्ष म्हणून संपाची कारणे, उपाययोजना तसेच सुधारणा सुचविणारा शोध-अहवाल तयार करा. १०

किंवा

तुमच्या कार्यालयीन कर्मचाऱ्यांकरिता जेवण व नाश्ता नियमित तत्वावर पुरवठा करण्याकरिताचा केटररकडून पाठवावयाचा व्यवसाय प्रस्ताव तयार करा.

प्र.६ जे के फूड लि. यांच्या १० व्या वार्षिक सर्वसाधारण सभेची सूचना आणि कार्यक्रम पत्रिका तयार करा. तसेच खालील ठराव लिहा. १०

१. लेखापरीक्षक पुर्ननियुक्ती
२. बँकर्स नियुक्ती

प्र.७ खालील उताऱ्याचे इंग्रजी मध्ये सारांशलेखन करा:

०५

There is a big difference between playing to win and playing not to lose. When we play to win, we play with enthusiasm and commitment, whereas when we play not to lose we are playing from a position of weakness. When we play not to lose, we are playing to avoid failure. We all want to win, but very few are prepared to pay the price to prepare to win. Winners condition and commit themselves to winning. Playing to win comes out of inspiration, whereas playing not to lose comes out of desperation. There are no ideal circumstances. There will never be. To reach any where we cannot just drift, or lie at anchor. We need to sometimes sail with the wind and sometimes against it, but sail we must.

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