

Q.1 a) Explain the following terms 2 – 3 sentences (any 5) (10)

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|-------------------|----------------------|
| 1. WASP | 5. Internal PR |
| 2. Exit Interview | 6. Webinar |
| 3. Notice | 7. Online Interview |
| 4. Conference | 8. Formal Committees |

b) Match the columns (05)

Column A

1. Swot analysis
2. Evaluation
3. Chain man
4. Annual general meeting
5. Internal PR

Column B

- i) Ensure proper conduct of meeting
- ii) Once in a year
- iii) Enables self - assessments
- iv) Continuous process during an Interview
- v) Suggestions & Schemes

Q 2. Write short notes on (any 4) (20)

- i. Grievance interview
- ii. Group Dynamics
- iii. Role of interviewee during interview.
- iv. Advantage of meeting
- v. Exit Management
- vi. Crisis Management

Q 3. Attempt (any two) of the following: (20)

- 1) Discuss the importance of External public relations.
- 2) What is a committee? Bring out advantages and disadvantages of committees.
- 3) What is a conference? Explain its types in detail.

Q 4 Attempt (any 4) of the following: (20)

1. Your office needs a replacement of Air conditions. Write a letter of Inquiry to Swami a/c R co., Mumbai .
2. Thane shoes shop had ordered large stocks of shoes in month of May. The goods However reached the shop in July. As a proprietor of the shop . Write a letter of Complaint to the manufacture clearly stating that unless a special discount 20% Is given, the goods will be returned immediately.
3. Write a sales letter for the promotion of any one of the following :
a) Soap b) Hair oil
4. Parth paid the full course fee of Rs. 19,200/- for a computer course at shah

Institute. Although he was promised world class facilities and top grade educational services, he soon found that neither basic amenities like a/c were present, nor did they appoint quality facilities. However the institute refused to refund his fees. Draft a petition with the consumer forum seeking full fee refund fees.

5. Draft RTI application for the following cases :

You have not received your IT Refund for the year 2018-19.

Q 5. Draft business proposed to Haridas Longanwala suggesting it could overcome its Business losses. (10)

OR

A sub- committee has been appointed to look into the problem of these gram your Factory premises. Draft a sub – committee's report.

Q 6. Draft the notice cum agenda for a Annual meeting of Reja shoe co., Also draft resolutions in the following circumstances. (10)

- a) Appointment of Banking
- b) Appointment of senior manager.

Q 7. Summarize the following passage and give a suitable title (05)

Speaking in Public is as difficult as singing or acting and it ought to have quite as careful rehearsals, even more careful, because one of the aims of the Public speakers is to appear entirely spontaneous. The great speaker of Greece and Rome used to prepare an important speech as carefully as an opera star nowadays studies a new role. After writing it out a dozen times he would deliver it before a few trusted Friends, Critics and tutors, repeating it again and again until they knew every syllable and gesture and yet the whole thing appeared not a higher elaborate product of art but a genuine out pouring of real and overwhelming emotion. That is why we still study the speeches of men like Cicero, a single page of them contains the result of more concentrated thought, active experience, intricate psychological knowledge and training in language the most modern speaker commands in a whole life time.