

16/11/19

FYBMS SEM II BC

Q. 1 a) Fill in the blanks with appropriate words ( any 8 )

08

1. Decision supported by majority of members of the group is known as the decision by \_\_\_\_\_. ( resolution, notice, consensus )
2. PR activities aim to achieve underlying and acceptance based on \_\_\_\_\_ and \_\_\_\_\_ ( false, truth, knowledge, misunderstanding )
3. \_\_\_\_\_ are periodic publications of an organisation ( weekly, house organs, periodicals )
4. Crisis management is the work of \_\_\_\_\_ (professional, public relation, IT, clerk )
5. \_\_\_\_\_ address is a speech by a chief guest about the purpose, need and possible outcomes of conference ( keynote, welcome, farewell )
6. The word conference is derived from latin word \_\_\_\_\_. ( confir, conduct, communis )
7. \_\_\_\_\_ allows web tours. ( Skype, WhatsApp, )
8. Staff committee is an \_\_\_\_\_ committee ( advisory, Ad Hoc, standing )
9. \_\_\_\_\_ meeting are conducted once a year ( general, once, annual )
10. Paperwork is the responsibility of \_\_\_\_\_. ( secretary, manager, chairman )

b) State whether the following statements are true or false ( any 7 )

07

1. Participants do not have voting right in a conference T
2. Resolution are recorded in the past tense T
3. Agenda is the list of items to be discussed in the meeting T
4. Interviewee is in control of an interviewer T
5. The internet is used by the PR department F
6. Interviews are conducted by one person only F
7. Suggestion schemes are download communication F
8. Event management is handled by PR professionals T
9. Guest speakers are sent thank you letters T
10. Research paper is analysed in a conference T

- Q.2 a) Discuss the steps involved in interview process  
b) Explain the functions of chairperson in the meeting

OR

- c) What is conference? what are the preparations required for holding a conference 08  
d) Define PR. discuss the various measures required for promoting internal PR 07

- Q.3 a) A committee has been appointed to investigate the feasibility of starting Book Stall at your college write a report with recommendations by the committee 08  
b) You have ordered a pressure cooker from Flipkart as an online utensil selling company item received by you were in a damage condition write a letter of complaint asking for either replacement or refund of the amount paid by you 07

OR

- c) Draft a notice and agenda for the board meeting of Joshi and Joshi Associates Navi Mumbai 08  
d) General manager of Leena group of hotels wants to enquire about the textile items to Gupta Industries Limited ask the quotation of 300 bed sheets and 400 pillow covers use full block form 07

- Q. 4 a) Draft a letter addressed to the president of district consumer redressal forum Mumbai complaining about the television sold to you by Drishti Electronics Mumbai use semi block form 08  
b) The passport has not been issued to you in spite of submitting all the required documents on time draft a letter to Right to Information Act asking about the delay 07

OR

- c) Draft a sales letter to promote the sale of Pressure cooker Use semi block form. 08



d) Summarise the following passage

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The Commonwealth Scientific and Industrial Research Organization (CSIRO) is Australia's main scientific body. They conducted a research on the toxicity of the interior of new cars over a period of two years. Steve Brown, the head of the CSIRO's air quality control research unit draws a parallel between the home and the car. He says, "Just as air inside our homes and workplaces is often much more polluted than the air outside, so sitting in your new car can expose you to levels of toxic emissions that are many times beyond health guideline goals." The toxic emissions contain many chemicals and they include for example, benzene, acetone, ethylbenzene, and xylene isomers. The effects of each are far from benign. Benzene is a cancer-causing agent, acetone is a mucosal irritant, ethylbenzene is a systemic toxic agent, and xylene isomers is a foetal development toxic agent. So what are the precautions that new car owners have to take? Brown pointed out in a statement that the remedy was simple. "To avoid some exposure to this toxic cocktail, people who buy new cars should make sure that there is plenty of outside air entering the vehicle while they drive it for at least 6 months." The implications are clear. Drivers should refrain from using their car air-conditioners and drive with their windows rolled down.

Q.5 Write short notes ( any three )

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1. Open house
2. Technique of interview
3. Exit interview
4. Webinars
5. Video conferencing