

Q.1. Chose the correct alternative and rewrite the answer: (40 marks)

(All Questions are Compulsary)

1. _____ is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations.
(a. Public relations, b. Marketing, c. Publicity, d. Advertising)
2. Terms of reference, procedure, findings & recommendations are the essential segments of which type of professional writing?
(a. Circular, b. Notice, c. Press release, d. Report writing)
3. ----- is placed below salutation.
(a. Date, b. Subject, c. Body, d. Signature)
4. "Good Morning Mr. Thomas" is an example of ----- .
(a. salutation, b. closing statement, c. email body, d. cc)
5. What is the last step of WASP technique?
(a. Asking questions, b. Welcoming the candidate, c. Parting, d. Supplying information)
6. A State Commission or Consumer Disputes Redressal Commission of State entertains complains up to ----- .
(a. 10 lakhs, b. 15 lakhs, c. 25 lakhs, d. 20 lakhs)
7. In a summary writing ----- should clearly mentioned.
(a. subordinate ideas, b. main ideas, c. all ideas, d. variety of examples)
8. ----- is an application that provides video chat and voice call.
(a. Telegram, b. Twitter, c. Skype, d. Instagram)
9. A consists of slideshow.
(a. HTTP, b. PPT, c. BTP, d. PTP)
10. Which of these qualities are important in a group discussion?
(a. Emotional stability, b. Hostility, c. Ignorance, d. Aggressiveness)

11. The primary objective of a/an interview is to select the best candidate for the job.
(a. Selection, b. Exit, c. Appraisal, d. Grievance)
12. Promotional Leaflets can increaseawareness.
(a. Demand, b. Brand, c. Bank, d. Bonus)
13. According to the Star- Chain- Hook method of drafting sales letter, _____ paragraph presents the chain.
(a. First, b. second, c. third, d. fourth)
14. Proficiency of an employee is judged through _____ interview.
(a. Selection, b. appraisal, c. reprimand, d. exit)
15. To guard against halo error, interviewer must avoid being _____.
(a. Prepared, b. tired, c. biased, d. excited)
16. _____ interview allows employers to know the problems faced by employees.
(a. exit, b. selection, c. medical, d. assessment)
17. Meetings have a _____ agenda.
(a. fixed, b. indefinite, c. changing, d. dynamic)
18. _____ management is handled by Public Relation professionals.
(a. Crisis, b. wealth, c. health, d. economic)
19. _____ are the outcome of inquiries, quotations or voluntary offers.
(a. Orders, b. inquiries, c. doubts, d. complaints)
20. Even if the complaint is found to be false, the seller should draft his reply in a _____ way. (a. rude, b. polite, c. upfront, d. confusing)

Q.2. Attempt any 1 of the following:

- A. Why are interviews held in organizations? Discuss the various types of interviews and explain their purpose. (10 marks)

OR

- B. Draft a Notice and Agenda for a Monthly Board Meeting of Swaraj Cotton Textiles, Surat. Also draft the following resolutions: (10 marks)

i. Appointment of Director

ii. Declaration of dividend.

Q.3. Attempt any 1 of the following:

- A. Discuss the various types of conference and their disadvantages. (10 marks)

OR

- B. Who is the External Public? list and explain the measures that can be taken by PRD to promote External Public Relations. (10 marks)

Q.4. Draft the following letters: (any 3)

(15 marks)

- a) You want to start a Saree business. Write a letter of inquiry to Suta Handlooms, Mumbai, giving details of your requirements and asking them to submit an estimate of the cost. Use full block layout.
- b) You have placed an order for canvas shoes via Amakon.in, an online store. On receiving the product, you found that the packaging was opened and the shoes were torn. Write a letter of complaint to Amakon.in asking for an exchange of the product. Use semi block layout
- c) Draft a RTI letter seeking information regarding your passport that has not been delivered to you inspite of having submitted the required documents and completing all the formalities over two months ago.
- d) Draft a sales letter to promote the sale of a clothing brand. Use modified block layout.
- e) You had purchased silver jewelry worth Rs. 25,000 through online shopping and had made an advance payment of the entire amount as COD was not available. You have not got the jewelry for the past two months inspite of several requests and reminders. Draft a letter addressed to the Consumer Redressal Forum seeking refund of the entire paid amount with suitable compensation. Use full block layout.