

N.B.: All questions are compulsory.

Q.1. A Fill in the blank with suitable options: (Any Eight)

(8)

1. A _____ presentation consists of slideshow.
a. Power-points b. Power-slides c. Power-pin d. Power-paint
2. An interview involves _____ communication.
a. Head to head b. Face to face c. Word to word d. Back to back
3. _____ meetings are conducted once a year.
a. Annual general b. Executive c. Sales d. General
4. _____ requires the use of web-cams.
a. Tele-conference b. Video conference c. Board conference d. Round table conference
5. Crisis management is the work of _____ professionals.
a. IT b. HR c. Finance d. Public Relation
6. Catalogue, price-list and other literature is sent by the seller in the response to a letter of _____.
a. Inquiry b. Orders c. Collection d. Complaints
7. The full form of CPA is _____.
a. Consumer Protection Act b. Customer Privacy Act c. Company Payment Act
d. Company Product Act
8. The full form of RTI is Right to _____.
a. Inquiry b. Information c. Investigation d. Investment
9. A Group Interview is similar to a _____.
a. Group Discussion b. Panel Interview c. Structure Interview d. Selection Interview
10. A consumer redress letter is drafted like any _____ letter.
a. Sales b. Order c. Inquiry d. Complaint

Q.1. B. State whether the following statements are True or False: (Any Seven)

(7)

1. Presentations require the speaker to memorise everything.
2. Appraisal interview should be conducted every week.
3. Agenda is kept a secret till the meeting begins.
4. Guest speakers are sent thank you letters.
5. In a videoconference audio-visual communication is possible.
6. The preparation of In-house Journals, Brochures, Newsletters is not the responsibility of the PR Department of an organisation.
7. Names of complainant and opposite party should both be mentioned in the complaint.
8. RTI promotes transparency and accountability in the working of every public authority.
9. Report must be presented after the due date.
10. Public Relations division can act as image makers for the organisation.

Q.2 A Discuss the roles of the interviewer and interviewee.

(8)

B. Discuss the roles of the convener and chairperson of meeting.

(7)

OR

C. List the advantages and disadvantages of conferences.

(8)

D. Define Public Relations. Discuss its purpose and objectives in modern business.

(7)

Q.3 A You had ordered 25 dozen dinner plates from Glory Glass Work, Andheri, Mumbai.

(8)

When you received the order most of plates was broken because of poor packaging.

Draft a letter of Complaint and ask for a replacement of the damaged goods.

Use Semi-Block Form.

B. Draft letter of Inquiry from Eyecare Optics, Borivali, Mumbai to Sun-Glass

(7)

Manufacturing Co.Ltd. Ludhiana. asking about 2000 pairs of sun glasses within price range Rs.1000 to 5000 each for men, women and children. Use full block form.

OR

C. Prepare Investigative Report on Declining sales of Belle 18 Cosmetics in Mumbai market.

(8)

D Draft a Notice and Agenda for a First Board Meeting of Aerial Auto Limited, 15 Netaji

(7)

Marg, New Delhi 110 092.

Q.4 A. Draft Sales Letter promoting 'Kamani' cosmetic cream that has recently been launched in the market.

(8)

B. Draft Promotional leaflet to promote 'Furniture shop'.

(7)

OR

C. Draft a letter of Complaint about rude behaviour by sales representative of "Swastik book shop"

(7)

M.G.Road, Andheri, Mumbai.

D. Summarize the following passage:

(8)

Of course, environmental pollution is not a modern phenomenon. It began ever since people began to gather in towns and cities and began to dispense waste carelessly. This resulted in the outbreak of viral diseases. Unfortunately, Man refuses to acknowledge or correct his past mistakes. As cities grew in the Middle Ages, pollution increased. Laws had to be passed in the Middle Ages against indiscriminate dumping of waste into streets and canals and to limit the use of coal to reduce the amount of smoke in the air. These however, had little effect on people. However, the Industrial Revolution of the nineteenth century was the point of no return. It heralded the mushrooming of industries and power driven machines. True, the standard of living has increased, but it has been achieved at a great environmental cost.

Q5)A. Explain different types of meeting.

(8)

B. What are the different types of conferences? What is the significance of each type?

(7)

OR

Q5. Write short notes on the following (Any three)

(15)

1. Exit Interview
2. Notice
3. Types of a conference
4. House-Organs
5. RTI Act