

## Business Communication

[Time:3 Hrs]		[ 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. 3. Students answering in the regional language should refer in case of doubt to the main text of the paper in English.	

Q.1	<div>A)<div>Fill in the blanks with suitable options:<div>1. A Conference is relatively----- as compared to committee meetings. ( formal, adhoc, informal)</div><div>2.----- are based on the findings of a Business Report.( Summary, Terms of References, Recommendations)</div><div>3.Catalogue, price-list and product literature are sent by a seller in response to a letter of ----.( Order, Complaint, Inquiry)</div><div>4.RTI stands for -----.( Right to inform, Right to introduce, Right into information)</div><div>5.The PIO should respond within ----- days of the receipt of the application.( 20, 30, 40)</div><div>6. ----- are based on the findings of a Business Report.( Summary, Terms of References, Recommendations)</div><div>7.---- stands for web based seminar.( Seminar, Conference, Webinar)</div><div>8. The procedure for calling a meeting is determined by ----- . (convener, chairman, formal rules ).</div><div>9. ----- management is handled by public relations professionals. (event, crisis, IT)</div><div>10. ----- are the outcome of inquiries, quotations or voluntary offers. (claims, complaints, orders)</div></div></div> <div>B)<div>Match the columns:<div><div>Column ‘A’</div><div>1.Skype</div><div>2. Chairperson</div><div>3. Bulletins</div><div>4.Dynamics</div><div>5.External PR</div><div>6. Conference</div><div>7.Participant of a Meeting</div></div><div>Column ‘B’</div><div>a) Force</div><div>b) Video chat</div><div>c) Ensures proper conduct of meeting.</div><div>d)Open House</div><div>e) Give latest developments</div><div>f) Adds Content to matter under discussion</div><div>h) Exchange of views</div></div></div>	<div>10</div> <div>5</div>
Q.2	<div>Write short notes on <b>Any Four</b> of the following:</div> <div>1. Do’s and Don’ts of ideal Group Discussion</div> <div>2. Selection Interview</div>	<div>20</div>

		<p>3. Promotion Interview</p> <p>4. Importance of meeting in organization</p> <p>5. Modern methods of conducting Conference</p> <p>6.Video Conference</p>	
Q.3		<p>Answer the following questions : ( <b>Any Two</b>)</p> <p>1. Explain the advantages and disadvantages of conferences in today's business world.</p> <p>2. Discuss the role and significance of Public Relations Department in the growth and development of the organization?</p> <p>3. What is Meeting ? Discuss various types of Meeting in detail.</p>	<b>20</b>
Q.4		<p>Draft the following letters (<b>Any Four</b>)</p> <p>i) Draft an R.T.I Petition questioning the negligence of the School which has lost your original certificates.</p> <p>ii) You had ordered for six washing machines and ten TV sets from Kinetic Electronics, Vashi. When you received the delivery of your order you noticed that two washing machines have been damaged. Write a letter of complaint to the supplier.</p> <p>iii) Draft a sales letter to promote the sale of Ashwini herbal oil.</p> <p>iv) You want to renovate your office. Write a letter to Shital Interior Decorators, Khagar giving details of your requirements and asking them to submit an estimate of the cost.</p> <p>v) Mr. Ram Ganesh had purchased Samsung mobile handset from Disha Electronics, Belapur. However, he did not receive the gift that was promised through their advertisement. His repeated requests were neglected by the shopkeeper. Write to the consumer Forum for the compensation.</p>	<b>20</b>
Q.5	<p>A) A committee has been appointed to investigate the possibilities of starting a new branch of Talwalkar's Gym in Panvel. As the secretary of the Committee draft the report making suitable recommendations to the Chairman, Talwalkar's Gyms Pvt. Ltd.</p> <p>OR</p> <p>B) As the secretary of a committee appointed to investigate the possibilities of starting a new</p>		<b>10</b>

		branch of Big Bazaar, draft the report to be submitted to the Managing Director, Big Bazaar Ltd., Dadar giving suitable recommendations.	
Q.6		Draft a Notice and Agenda of the Third meeting of Board of Directors of Dhanashree Entreprises. Also draft resolutions for the appointment of: i) Internal Auditor ii) Secretary	<b>10</b>
Q.7		<p>Write the summary of the following passage:</p> <p>Conflicts between parents and their children at bedtime are common. For adults, sleep is welcome rest. For children, it's lost time, time when they could be doing something fun like playing computer games or finishing a drawing of their cartoon hero. So the youngsters often resist it. And in families where both parents work, the nightly ritual of putting the children to bed can be even more of a tussle. Most parents. Don't get home until at least seven in the evening, and there's little slack between bath, dinner, homework and bedtime. Whatever the situation, a growing child still requires a decent amount of sleep, and for young schoolchildren and toddlers, that's between 10 and 12 hours a night. But what happens when children fight it every step of the way, from taking a bath to putting on pyjamas to getting into bed? When they refuse to sleep alone in bed or wake up repeatedly, or need to be rocked for an hour before nodding off? It's usually not hard to tell when a child doesn't get enough sleep. He can be irritable, whiny, more clumsy, says pediatrician Dr Leigh Shapleigh. And when a child has any sort of behavior problem, it is just exacerbated by lack of sleep. Children - especially small children - thrive on routine, so the more regular their bedtime is the better it is for the entire family. Exactly when a child goes to bed has to be, determined by the parents, Shapleigh says. The trick is to decide what you want to do. If you want the bedtime at 7.30 or 8.30 or 9.30, decide how to get there.</p>	

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Q.1	<p>A) योग्य पर्यायांसह रिक्त जागा भरा:</p> <ol style="list-style-type: none"> <li>समितीच्या बैठकांच्या तुलनेत परिषद तुलनेने ----- असते. (औपचारिक, तदर्थ, अनौपचारिक)</li> <li>----- व्यवसाय अहवालाच्या निष्कर्षावर आधारित आहेत. (सारांश, संदर्भ अटी, शिफारसी)</li> <li>कॅटलॉग, किंमत-सूची आणि उत्पादन साहित्य विक्रेत्याने ---- च्या पत्राला उत्तर म्हणून पाठवले आहे. (ऑर्डर, तक्रार, चौकशी)</li> <li>आरटीआय म्हणजे ----- . (माहितीचा देण्याचा अधिकार, परिचय देण्याचा अधिकार, माहितीचा अधिकार)</li> <li>PIO ने अर्ज मिळाल्यापासून ----- दिवसांच्या आत प्रतिसाद दिला पाहिजे. (20, 30, 40)</li> <li>----- व्यवसाय अहवालाच्या निष्कर्षावर आधारित आहेत. (सारांश, संदर्भ अटी, शिफारसी)</li> <li>----- म्हणजे वेब आधारित सेमिनार. (सेमिनार, कॉन्फरन्स, वेबिनार)</li> <li>बैठक बोलावण्याची प्रक्रिया ----- द्वारे निर्धारित केली जाते. (संयोजक, अध्यक्ष, औपचारिक नियम).</li> <li>----- व्यवस्थापन जनसंपर्क व्यावसायिकांद्वारे हाताळले जाते. (इव्हेंट, संकट, आयटी)</li> <li>----- चौकशी, कोटेशन किंवा ऐच्छिक ऑफरचे परिणाम आहेत. (दावे, तक्रारी, आदेश)</li> </ol> <p>जोड्या जुळवा:</p> <table border="0"> <tr> <td>B)</td><td>स्तंभ 'अ'</td><td>स्तंभ 'ब'</td></tr> <tr> <td></td><td>1.Skype</td><td>अ) फोर्स</td></tr> <tr> <td></td><td>2. अध्यक्ष</td><td>ब) व्हिडिओ चॅट</td></tr> <tr> <td></td><td>3. बुलेटिन्स</td><td>c) मीटिंगचे योग्य आचरण सुनिश्चित करतो</td></tr> <tr> <td></td><td>4. डायनॅमिक्स</td><td>ड) ओपन हाऊस</td></tr> <tr> <td></td><td>5.बाह्य जनसंपर्क</td><td>e) नवीनतम घडामोडी</td></tr> </table>	B)	स्तंभ 'अ'	स्तंभ 'ब'		1.Skype	अ) फोर्स		2. अध्यक्ष	ब) व्हिडिओ चॅट		3. बुलेटिन्स	c) मीटिंगचे योग्य आचरण सुनिश्चित करतो		4. डायनॅमिक्स	ड) ओपन हाऊस		5.बाह्य जनसंपर्क	e) नवीनतम घडामोडी	10
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Q.2	<p>खालीलपैकी कोणत्याही चारवर लहान नोट्स लिहा:</p> <ol style="list-style-type: none"> <li>गट चर्चेचे गुण व दोष</li> <li>निवड मुलाखत</li> <li>प्रमोशन मुलाखत</li> <li>संस्थेत बैठकीचे महत्त्व</li> <li>परिषद आयोजित करण्याच्या आधुनिक पद्धती</li> </ol>	20																		

		6. Video Conference	
Q.3		<p>खालील प्रश्नांची उत्तरे द्या : (कोणतेही दोन)</p> <ol style="list-style-type: none"> <li>1. आजच्या व्यावसायिक जगात कॉन्फरन्सचे फायदे आणि तोटे स्पष्ट करा.</li> <li>2. संघटनेच्या वाढ आणि विकासामध्ये जनसंपर्क विभागाची भूमिका आणि महत्त्व यावर चर्चा करा?</li> <li>3. मीटिंग म्हणजे काय? सभेच्या विविध प्रकारांवर सविस्तर चर्चा करा.</li> </ol>	20
Q.4		<p>खालील अक्षरे तयार करा (कोणतेही चार)</p> <ol style="list-style-type: none"> <li>i) तुमची मूळ प्रमाणपत्रे हरवलेल्या शाळेच्या निष्काळजीपणाबद्दल शंका घेणारी R.T.I याचिका तयार करा.</li> <li>ii) तुम्ही कायनेटिक इलेक्ट्रॉनिक्स, वाशी येथून सहा वॉशिंग मशीन आणि दहा टीव्ही संच मागवले होते. जेव्हा तुम्हाला तुमच्या ऑर्डरची डिलिव्हरी मिळाली तेव्हा तुमच्या लक्षात आले की दोन वॉशिंग मशीन खराब झाल्या आहेत. पुरवठादारास तक्रारीचे पत्र लिहा.</li> <li>iii) अश्विनी हर्बल तेलाच्या विक्रीला प्रोत्साहन देण्यासाठी विक्री पत्राचा मसुदा तयार करा.</li> <li>iv) तुम्हाला तुमच्या ऑफिसचे नूतनीकरण करायचे आहे. शितल इंटिरिअर डेकोरेटर्स, खारघर यांना पत्र लिहा आणि तुमच्या गरजांचा तपशील द्या आणि त्यांना खर्चाचा अंदाज सादर करण्यास सांगा.</li> <li>v) श्री राम गणेश यांनी दिशा इलेक्ट्रॉनिक्स, बेलापूर येथून सॅमसंग मोबाईल हँडसेट खरेदी केला होता. मात्र, त्यांच्या जाहिरातीतून दिलेली भेटवस्तू मिळाली नाही. वारंवार विनंती करूनही दुकानदाराने दुर्लक्ष केले. भरपाईसाठी ग्राहक मंचाला पत्र लिहा.</li> </ol>	20
Q.5	A)	<p>पनवेलमध्ये तळवलकर जिमची नवीन शाखा सुरू करण्याच्या शक्यता तपासण्यासाठी समिती नेमण्यात आली आहे. समितीचे सचिव या नात्याने तळवलकर जिम्स प्रा. लिमिटेड अध्यक्षांना योग्य शिफारशी करणारा अहवाल तयार करा.</p> <p style="text-align: center;">किंवा</p> <p>बिग बझारची नवीन शाखा सुरू करण्याच्या शक्यता तपासण्यासाठी नेमलेल्या समितीचे सचिव म्हणून, योग्य शिफारशी देऊन व्यवस्थापकीय संचालक, बिग बाजार लि., दादर यांना सादर करण्याचा अहवाल तयार करा.</p> <p>B)</p>	10
Q.6		<p>धनश्री एंटरप्राइजेसच्या संचालक मंडळाच्या तिसऱ्या बैठकीची सूचना आणि अजेंडा तयार करा. तसेच नियुक्तीसाठी ठरावाचा मसुदा तयार करा: i) अंतर्गत लेखा परीक्षक ii) सचिव</p>	10

Q.7	<p>खालील उताऱ्याचा सारांश लिहा :</p> <p>Conflicts between parents and their children at bedtime are common. For adults, sleep is welcome rest. For children, it's lost time, time when they could be doing something fun like playing computer games or finishing a drawing of their cartoon hero. So the youngsters often resist it. And in families where both parents work, the nightly ritual of putting the children to bed can be even more of a tussle. Most parents. Don't get home until at least seven in the evening, and there's little slack between bath, dinner, homework and bedtime. Whatever the situation, a growing child still requires a decent amount of sleep, and for young schoolchildren and toddlers, that's between 10 and 12 hours a night. But what happens when children fight it every step of the way, from taking a bath to putting on pyjamas to getting into bed? When they refuse to sleep alone in bed or wake up repeatedly, or need to be rocked for an hour before nodding off? It's usually not hard to tell when a child doesn't get enough sleep. He can be irritable, whiny, more clumsy, says pediatrician Dr Leigh Shapleigh. And when a child has any sort of behavior problem, it is just exacerbated by lack of sleep. Children - especially small children - thrive on routine, so the more regular their bedtime is the better it is for the entire family. Exactly when a child goes to bed has to be, determined by the parents, Shapleigh says. The trick is to decide what you want to do. If you want the bedtime at 7.30 or 8.30 or 9.30, decide how to get there.</p>	5
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