

Time: 3 hours

Total Marks: 100

All Questions are compulsory

Q.1 A) Fill in the blanks with suitable options: (10)

1. A/An ----- is a structured way of conveying information to an audience, often using visual aids like slides. (Presentation, Meeting, Conference)
2. In a -----, candidates discuss a topic in a group to assess their communication skills. (Presentation, Group Discussion, Interview)
3. ----- are written records of decisions made and actions taken during a meeting. (Minutes, Agenda, Notice)
4. A ----- is a formal gathering where participants discuss and share information on specific topics. (Conference, Seminar, Webinar)
5. ----- involves managing the image and reputation of an organization. (Public Relations, Marketing, Sales)
6. A/an ----- letter is sent by a buyer to seek details about the goods. (Complaint, Inquiry, Adjustment)
7. ----- letters are written to address problems related to goods or services. (Sales, Complaint, Inquiry)
8. A ----- letter is sent by a consumer to express dissatisfaction with a product or service. (Order, Consumer Grievance, Sales)
9. Under the RTI Act, the ----- is responsible for providing the requested information. (Public Information Officer, Secretary, Chairman)
10. A ----- letter aims to persuade the recipient to purchase a product or service. (Sales, Inquiry, Complaint)

Q.1 B) Match the columns: (05)

Column 'A'	Column 'B'
i. Newsletters	a) Conducted when an employee resigns
ii. Exit Interview	b) Updates on recent activities
iii. Agenda	c) A list of items to be discussed at a meeting
iv. Report	d) Responsible for handling RTI requests
v. Public information officer	e) A formal document presenting facts and findings

Q.2. Write Any Four of the following short notes: (20)

- i. Teleconferencing and its Advantages
- ii. Role of a Moderator in a Group Discussion
- iii. Preliminary Interview
- iv. Importance of Meetings
- v. Importance of Meetings
- vi. Structure of a Trade Letter

Q.3) Answer Any Two of the following: (20)

- i. Define Public Relations and discuss its goals and significance in modern business.
- ii. Explain the concept of a conference and describe its various types
- iii. What is a business meeting? Discuss the importance and types of business meetings.

Q.4) Answer Any Four of the following: (20)

1. You are organizing a seminar on digital marketing. Draft a notice and agenda for the meeting.
2. Write a sales letter promoting a new eco-friendly product.
3. You purchased a smartphone that is malfunctioning. Write a consumer grievance letter to the TATA Croma requesting a replacement or refund.
4. You sent a money order of Rs. 20000 from Mumbai to Delhi a month ago, but it hasn't been received yet. Draft an RTI petition to the Postal Department regarding this issue
5. Draft an inquiry letter to XYZ College about the courses available for UG students.

Q.5. A) Write Any One of the following reports: (10)

- i. Prepare a report on the effectiveness of group discussions as a selection tool in recruitment.
- ii. Write a report on a conference you attended on the topic of "Innovations in Business Communication."

Q.5. B) Draft the Notice and Agenda for the Annual General Meeting of the Board of Directors, Amul Industries Pvt. Ltd., Mumbai. Also, draft resolutions for the following items: (10)

- i) Appointment of a Treasurer
- ii) Election of a Vice-Chairperson

Q.5.B) Summarize the following passage: (05)

Digital transformation is fundamentally changing the way businesses operate by incorporating technology into every facet of their processes. This transformation is not merely about adopting new technologies but also about a cultural shift within organizations to embrace innovation and agility. Businesses are leveraging digital tools such as cloud computing, data analytics, artificial intelligence (AI), and automation to drive efficiency and enhance customer experiences. Cloud computing allows for scalable and flexible operations, enabling businesses to store and process vast amounts of data with ease. Data analytics provides actionable insights that help in making informed decisions, optimizing strategies, and predicting market trends. AI and automation are reducing the burden of repetitive tasks, freeing up human resources for more strategic roles. Furthermore, e-commerce platforms have widened market access, enabling companies to reach a global audience with minimal effort. Despite these advantages, the rapid pace of digital transformation presents challenges, including cybersecurity threats, data privacy concerns, and the digital divide among employees. Organizations must invest in cybersecurity measures to protect sensitive information and maintain customer trust.

Additionally, as technology evolves, there is a growing need for continuous learning and upskilling to ensure the workforce can effectively utilize new tools and systems. Companies must also navigate the ethical implications of automation, particularly its impact on employment. In summary, while digital transformation offers significant opportunities for growth and innovation, it also requires businesses to carefully manage the associated risks and ensure a balanced approach that considers both technological and human factors.
