

QP Code-00005560

N. B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1. A. Explain the terms in 02-03 sentences: (Any 4)

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- i. Resolution
- ii. Conference
- iii. Open House
- iv. Agenda
- v. Appraisal Interview
- vi. Internal Public Relations

B. Match the following columns:

7

Column 'A'

Column 'B'

1. Notice
2. Interviewer
3. Internal PR
4. Evaluation
5. External PR
6. Agenda
7. Conference

- a. Trade events
- b. Connects employees at various levels
- sc. Continuous process during an interview
- d. Written intimation of time, date and place
- e. The person who conducts the interview
- f. Meeting for interchange of opinions or views
- g. List of items to be discussed in the meeting

Q.2) Write short notes on (Any 3) of the following:

15

- i. Video Conference
- ii. Grievance Interview
- iii. Role of Chairperson
- iv. Role of interviewee
- v. House Bulletins

Q.3 A) Define the term meeting and explain the advantages and disadvantages of meeting in detail.

7

B) What is conference? Explain the different types of conferences in detail.

8

OR

A) What is Public Relations. Explain the various functions of Public Relations in detail.

7

B) Discuss the role of interviewer and interviewee in Interview.

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

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a. A Business organization requires one hundred and fifty computers in different departments. Draft a letter of inquiry addressed to Famous Furniture Mart for asking them price list.

b. Mr. Rahul Sharma bought two dozen fruits drink cans from Super Market. By checking the cans at home Mr. Rahul Sharma realized that the cans sold him were 30 days past its expiry date. Draft a letter of complaint on his behalf.

c. Draft a Sales letter to promote the sale of Havells Air Fryer.

d. Mr. Rajiv Kamble paid his Internet Bill, yet internet was disconnected on charges of non-payment. This Has happened for third month. Draft a letter on his behalf to Consumer Redressal Forum.

c. Draft a letter of inquiry to Total Car Solutions Company regarding their latest collection of automobile accessories.

d. Draft a letter of complaint regarding a cockroach that you found in Galaxy Stars Chocolate Bar.

e. Write a sales letter for a limited edition of microwave.

f. Draft a consumer grievance redressal letter against Ranthambore Builders who failed to give you the possession of your flat despite proper agreement and payment.

g. Draft an RTI to enquire about the status of your driving license.

Q.5. A) Attempt any one of the following:

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Write an investigative report on the decline in the results of TYBA in Oriental College of Arts and Commerce, Mumbai.

OR

Draft a business proposal to be sent to a company to set up a canteen serving nutritious food in their premises for their staff.

B) Draft the Notice and Agenda of the 10th General Meeting of ICICI

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Bank. Also draft resolutions for following items:

- (a) Declaration of dividend
- (b) Appointment of Manager

C) Summarise the following passage and give an appropriate title:

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Small businesses are constantly trying to find new ways to gain exposure and improve their marketing plans. While some business owners may still be resistant to the idea, statistics prove that consumers are on social media, making it a great space to increase brand awareness and promote content. According to Statista, there are more than 5 billion active social media users worldwide in 2024 and that number is expected to increase to nearly 6 billion by 2027. Social media is no longer a place to connect and socialize with friends and family. Social media recommendations can sell products and services, for instance, generating 88 percent of consumer purchases, according to Gitnux. Data from Meta also shows that 83 percent of Instagram users say they discover new brands while using the platform. Those users are then able to share posts with friends, increasing brand awareness further. Social media platforms allow small businesses to drive traffic to their website. For instance, on Instagram, you can post the URL to your website in your account bio and direct users to this link via a post on your feed or story. Giving users a taste of what your business has to offer through posts on your feed will intrigue consumers to want to know more about your brand.
