

QP Code- 00006833

F.Y.B.A.F Semester II Business Communication-II

Duration: 2 ½ hrs

Marks:75

Note: i. All questions are compulsory

ii. Figures to the right indicate full marks

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

(10)

- 1.The procedure for calling a meeting is determined by----(formal rules, convener, secretary)
2. A ----- is a decision making body.(Conference, Symposium, Committee)
3. -----The Right to Information Act was passed in the year----.(2001, 2007, 2005)
4. Business meetings have a/an ----agenda.(dynamic, indefinite, fixed)
- 5.----- is a powerful means of communication within an organisation. (Press Release, Television, House Journal)
6. Paperwork is the responsibility of the -----(secretary, chairman, treasurer).
- 7.----- are based on the findings of a Business Report. (Summary, Terms of References, Recommendations)
8. Catalogue, price-list, and product literature are sent by a seller in response to a letter of ----. (Order, Complaint, Inquiry)
- 9.----- management is handled by public relations professionals. (event, crisis, IT)
10. A----- is a powerful means of communication within an organization.(Television, Press Release, House Journal)

Q.1 B) Match the columns:

(05)

Column 'A'

1. Press Clippings
2. Skype
3. Agenda
4. Structure Interview
- 5.Dynamics

Column 'B'

- a) Pre-planned
- b) Cuttings of articles
- c) Video-conferencing
- d) Force
- e) Listed items to be discussed in a meeting

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

(15)

- I. Advantages of Videoconference
- II. Exit Interview
- III) Internal Public Relations
- IV) Role of leader in Group Discussion
- V) Crisis Management
- VI) Role of Interviewee

Q.3) Answer **Any Two** of following:

(15)

1. Define Interview? Discuss the different types of Interview.
2. Discuss the role of the convener and chairperson of a meeting.
3. Define the term Public Relations and discuss its purpose and objectives in modern business.

Q.4) Answer **Any Three** of the following:

(15)

1. You want to purchase Air Conditioner. Write a letter to Croma Electronics, Santacruz (E), inquiring about the various models, their features and prizes.
2. Draft a sales letter to promote the sale of New Electric Car.
3. Draft an RTI letter seeking information regarding your Adhar Card that has not been delivered to you in spite of having submitted the required documents and completing all the necessary formalities over six months ago.
4. You have ordered a 5 dozens of dinner sets from Pooja Home Appliances, Mumbai. When you received your order much of the dinner sets was broken. Write a letter of complaint to Pooja Home Appliances asking them to replace the damaged goods immediately.
5. Pooja Electronics sold a micro wave to you. But it is not functioning properly. Even though you made repeated requests to the seller, they have not paid any attention. Write a letter of grievance to the District Consumer Forum.

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

(5)

1. Prepare a report on the celebration of Annual Day in your college.
2. A committee has been appointed to investigate the possibility of starting a New Cafe in your college premises. Prepare a report with recommendations.

Q.5.B) Draft the Notice and Agenda for the 15th Annual Meeting of the Board of Directors, Balaji Travels Pvt. Ltd., Pune. Also draft resolutions for the following items:

(5)

- i. Appointment of Manager
- ii. Election of Chairman

Q.5.C) Summarize the following passage:

(05)

Wasting food takes an environmental toll as well. Producing the food that no one eats squanders the water, fertilisers, pesticides, seeds, fuel and land needed to grow it. The quantities are not trivial. Globally a year's production of uneaten food guzzles as much water as the entire annual flow of the Volga, Europe's most voluminous river. Growing the 60 billion kilograms of food that retailers and consumers discard in the United States annually slurps more than 56 billion litres of oil, according to one author. These staggering numbers don't even include the losses from farms, fishing vessels and slaughterhouses. If food waste were a country, it would be the third largest producer of greenhouse gases in the world, after China and the US.

