

SYBA Sem IV Business Communication Paper II

Duration: 3 hrs

Marks:100

- N.B: 1.All questions are compulsory.
2. Figures to right indicate full marks.

Q.1 A) Write short notes on any four of the following:

(20)

- i) Disadvantages of meeting
- ii) Selection Interview
- iii) Exit Interview
- iv) Crisis Management
- v) Functions of PR department of an organization
- vi) Role of chairperson in a meeting

Q.2) Answer any two of the following:

- 1. Define Committee? Discuss the advantages and disadvantages of committees.
- 2. Define the term interview and discuss its various types in detail.
- 3. Define the term Public Relations and discuss the various measures for promoting Internal PR.

Q.3) Answer Any Four of the following:

(20)

- 1. You want to replace old computers of your office. Write a letter to Vijay Sales, Santacruz, giving details of your requirements and asking them to submit an estimate of the cost.
- 2. Draft a sales letter to promote the sale of smart watch.
- 3. You have sent your original documents to Viva College, Mumbai by speed post from Satara about a month back but yet it has not been received. Draft an RTI petition questioning the negligence of Postal Department.
- 4. You have ordered 20 dozen dinner sets from Pooja Home Appliances, Vashi. The consignment you received has some sets damaged. Write a letter of complaint to Pooja Home Appliances asking them to replace the damaged sets immediately.
- 5. King's Electronics had sold a Lenova Laptop 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.4a) A committee has been appointed to look into the problems of employees of Garment factory, Mumbai. Prepare a report to be submitted to Garment Factory by the committee. (10)

b) Draft the Notice and Agenda for the 15th Annual General Meeting of the Board of Directors Yash Textiles Ltd, Sangli. Also draft resolutions for the following items: (10)

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

Q.5a) Explain the following terms in 2-3 sentences (any five) :- (10)

- 1. Appraisal Interview
- 2. Video Conference
- 3. Symposiums
- 4. Crisis Management
- 5. Group Discussion
- 6. Public Relations
- 7. Meeting
- 8. Consensus

b) Fill in the blanks with suitable options: (05)

- 1. The procedure for calling a meeting is determined by -----.(formal rules, convener, chairman)
- 2. Public Relation Manager acts as ----- to the management.(Obeyors, advisors, saler)
- 3.----- is defined as any movable property including shares.(Service, goods,sales)
- 5. A research paper is analysed at a -----.(Meeting, conference, Interview)

c) Summarize the following passage: (05)

King Mahala was fond of gold more than anything else in the world. He treasured his royal crown because it was made of that precious metal. If he loved anything good or half as good, it was a little girl who played around her father's feet so happily. But the more Mahala loved his daughter, the more he desired wealth. He thought the foolish man that he was, the best thing he could possibly do for his beloved child was to bestow upon him the great pile of yellow shiny coins that had been collected since the creation of the world.

So he gave all his thoughts and all his time to this one cause. If ever he looked for a moment at the golden clouds of sunset, he wished they were gold and that they could be safely squeezed into his strong box.

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प्र.१ अ) खालीलपैकी कोणत्याही चार व्याख्या लिहा:

(२०)

- बैठकीचे तोटे
- निवड मुलाखत
- Exit Interview
- संकट व्यवस्थापन
- संस्थेच्या जनसंपर्क विभागाची कार्ये
- सभेत अध्यक्षीय भूमिका

प्र.२) खालीलपैकी कोणत्याही दोनची उत्तरे लिहा :

- समितीची व्याख्या लिहा. समित्यांचे फायदे आणि तोटे यांची चर्चा करा.
- मुलाखत या शब्दाची व्याख्या करा आणि त्याच्या विविध प्रकारांची तपशीलवार चर्चा करा.
- जनसंपर्क या शब्दाची व्याख्या करा आणि प्रचारासाठीच्या विविध उपायांवर चर्चा करा.

Q.3) खालीलपैकी कोणत्याही चारची उत्तरे द्या:

(20)

- तुम्हाला तुमच्या ऑफिसचे जुने संगणक बदलायचे आहेत. विजय सेल्स, सांताक्रूझ यांना पत्र लिहा, तुमच्या गरजांचा तपशील द्या आणि त्यांना खर्चाचा अंदाज सादर करण्यास सांगा.
- स्मार्ट घड्याळाच्या विक्रीला प्रोत्साहन देण्यासाठी विक्री पत्राचा मसुदा तयार करा.
- तुम्ही तुमची मूळ कागदपत्रे सातारा येथून स्पीड पोस्टाने विवा कॉलेज, मुंबई येथे महिनाभरापूर्वी पाठवली होती परंतु अद्याप ती प्राप्त झालेली नाही. टपाल विभागाच्या निष्काळजीपणावर प्रश्नचिन्ह उपस्थित करणाऱ्या आरटीआय याचिकेचा मसुदा लिहा.
- तुम्ही पूजा होम अप्लायन्सेस, वाशी येथून 20 डझन डिनर सेट ऑर्डर केले आहेत. तुम्हाला मिळालेल्या मालाचे काही संच खराब झाले आहेत. पूजा होम अप्लायन्सेसला तक्रार करणारे पत्र लिहा आणि खराब झालेले सेट त्वरित बदलण्यास सांगा.
- King's Electronics ने तुम्हाला Lenovo लॅपटॉप विकला होता. पण ते नीट चालत नाही. आपण विक्रेत्याला वारंवार विनंती करूनही त्यांनी लक्ष दिलेले नाही. जिल्हा ग्राहक मंचाला तक्रारीचे पत्र लिहा.

Q.4a) गारमेट फॅक्टरी, मुंबईच्या कर्मचाऱ्यांच्या समस्या पाहण्यासाठी एक समिती नेमण्यात आली आहे.

समितीने गारमेट फॅक्टरीला सादर करावयाचा अहवाल तयार करा.

(१०)

b) यश टेक्सटाइल्स लिमिटेड, सांगली संचालक मंडळाच्या 15 व्या वार्षिक सर्वसाधारण सभेसाठी सूचना आणि कार्यसूची तयार करा. तसेच खालील बाबींसाठी ठराव मसुदा तयार करा:

(१०)

- लेखापरीक्षकाची नियुक्ती
- अध्यक्षपदाची निवडणूक

Q.5a) खालील संज्ञा 2-3 वाक्यांमध्ये स्पष्ट करा (कोणत्याही पाच):-

(10)

- मूल्यांकन मुलाखत
- व्हिडिओ कॉन्फरन्स
- सिम्योजियम
- संकट व्यवस्थापन
- गट चर्चा
- जनसंपर्क
- बैठक

8. एकमत

b) योग्य पर्यायांसह रिक्त जागा भरा:

(05)

1. बैठक बोलावण्याची प्रक्रिया ----- (औपचारिक नियम, निमंत्रक, अध्यक्ष) द्वारे निर्धारित केली जाते.
2. जनसंपर्क व्यवस्थापक व्यवस्थापनासाठी ----- म्हणून काम करतो. (आज्ञाधारक, सल्लागार, विक्रेता)
3. ----- समभागांसह कोणतीही जंगम मालमत्ता म्हणून परिभाषित केले जाते. (सेवा, वस्तू, विक्री)
5. एका शोधनिबंधाचे विश्लेषण ----- (बैठक, परिषद, मुलाखत) येथे केले जाते.

c) खालील उताऱ्याचा सारांश लिहा:

(05)

King Mahala was fond of gold more than anything else in the world. He treasured his royal crown because it was made of that precious metal. If he loved anything good or half as good, it was a little girl who played around her father's feet so happily. But the more Mahala loved his daughter, the more he desired wealth. He thought the foolish man that he was, the best thing he could possibly do for his beloved child was to bestow upon him the great pile of yellow shiny coins that had been collected since the creation of the world.

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