

FY B.Com Sem II 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) Fill in the blanks with suitable options:

(10)

1.A/An ----- provides written intimation about the date, time and venue of a business meeting.(Notice, Resolution, Agenda)

2.----- are based on the findings of a Business Report.(Summary, Terms of References, Recommendations)

3.Catalogue, price-list and product literature are sent by a seller in response to a letter of ----.(Order, Complaint, Inquiry)

4.RTI stands for -----.(Right to inform, Right to introduce, Right into information)

5.The PIO should respond within ----- days of the receipt of the application.(20, 30, 40)

6.----- refers to letters written to give information about defective goods or services.(adjustment, Sales, Complaint)

7. ---- stands for web based seminar.(Seminar, Conference, Webinar)

8. Paperwork is the responsibility of the ----- (secretary, chairman, treasurer).

9.----- management is handled by public relations professionals. (event, crisis, IT)

10.----- are the outcome of inquiries, quotations or voluntary offers. (claims,complaints,orders)

Q.1 B) Match the columns:

(05)

Column 'A'

Column 'B'

1.Resolution

a) Held when an employee is leaving an organization

2.Chairperson

b) Formal expression of decisions taken.

3. Notice

c) Ensures proper conduct of meeting.

4.Exit Interview

d)Right to information

5. Public information officer

e) A written intimation of time, date & place

Q.2) Write short notes on any four of the following:

(20)

- i) Advantages of meeting
- ii) Appraisal Interview
- iii) Selection Interview
- iv) Crisis Management
- v) Functions of PR department of an organization
- vi) Role of Interviewer

Q.3) Answer any two of the following:

1. Define Committee? Discuss the advantages and disadvantages of committees.
2. Define the term meeting and discuss the advantages and disadvantages of meeting..
3. Define the term Public Relations and discuss the various measures for promoting External PR.

Q.4) Answer Any Four of the following:

(20)

1. You want to have your new house completely renovated. Write a letter to Pooja Home Decors, Panvel, 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 Herbal soap.
3. You have sent a money order of rupees 15000 from Pune to Bangalore about two months back but yet it has not been received. Draft an RTI petition questioning the negligence of Postal Department.
4. You have ordered Bajaj Juicer from Raj Home Appliances, Panvel. The juicer makes alarming noises while working. Write a letter of complaint to Raj Home Appliances asking them to replace the juicer immediately.
5. Vijay Sales had sold a Microwave 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.5A) Write Any One of the following reports: (10)

1. Prepare a report on the celebration of Annual Cultural Day in your college.
2. Chetana College, Bandra has appointed a committee to look into the declining results of the college. Prepare a report to be submitted to the Principal.

Q.5B) Draft the Notice and Agenda for the Annual Meeting of the Board of Directors, Omkar

Pvt. Ltd., Panvel. Also draft resolutions for the following items: (10)

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

Q.5- C) –Summarize the following passage: (05)

Nowadays the world has got a lot competitive. Everyone wishes to be ahead in the competition. In this regard, advertisement proves to be very useful for businessmen and traders. Advertisement is done for several different things. Employment column lists job vacancies that proves to be highly advantageous for unemployed candidates. Matrimonial advertisement serves as one of the trusted and effective channels to find bride or groom for marriageable prospects. In addition to it, advertisement is also done to find lost people, shops, plots, goods etc. It is also an effective way to let people know that a nearby shop is on sale or a new tutor service is opened in an area. Advertisement proves to be beneficial and informative to people in all walks of life. A few years down the line, we used to view advertisements via traditional mode such as newspapers, movie theatre, magazines and walls of buildings, but today television has become the most important way to spread information about any product or service to people.

Due to this reason, more and more businesses are utilizing this medium to advertise them. Businesses are spending a lot of money to create lavish ads to create a positive impression on people. Another major way used for displaying advertisement is the world wide web. As nowadays a major section of people is on the web, a single ad posting can reach millions of people easily in just a matter of few seconds. Other common ways of advertisements are huge posters, banners and signboards hung on the road crossings, on the walls, and at railway station. Sometimes you can even find them written or painted on the trains, vehicles and buses too.

Q.1 A) योग्य पर्यायांसह रिक्त जागा भरा: (10)

- 1.A/An ----- व्यवसायाची तारीख, वेळ आणि ठिकाण याबद्दल लेखी सूचना देतेबैठक. (सूचना, ठराव, अजेंडा)
- 2.----- व्यवसाय अहवालाच्या निष्कर्षावर आधारित आहेत. (सारांश, संदर्भ अटी, शिफारसी)
3. कॅटलॉग, किंमत-सूची आणि उत्पादन साहित्य विक्रेत्याने ---- च्या पत्राला उत्तर म्हणून पाठवले आहे. (ऑर्डर, तक्रार, चौकशी)
- 4.आरटीआय म्हणजे ----- . (माहितीचा अधिकार, परिचयाचा अधिकार, माहिती अधिकार)
5. PIO ने अर्ज मिळाल्यापासून ----- दिवसांच्या आत प्रतिसाद दिला पाहिजे. (20, 30, 40)
- 6.----- सदोष वस्तू किंवा सेवांबद्दल माहिती देण्यासाठी लिहिलेल्या पत्रांचा संदर्भ देते. (समायोजन, विक्री, तक्रार)
7. ---- म्हणजे वेब आधारित सेमिनार. (सेमिनार, कॉन्फरन्स, वेबिनार)
8. पेपरवर्क ही ----- (सचिव, अध्यक्ष, खजिनदार) यांची जबाबदारी आहे.
- 9.----- व्यवस्थापन जनसंपर्क व्यावसायिकांद्वारे हाताळले जाते. (इव्हेंट, संकट, आयटी)
- 10.----- हे चौकशी, कोटेशन किंवा ऐच्छिक ऑफरचे परिणाम आहेत. (दावे, तक्रारी, आदेश)

प्र.१ ब) स्तंभ जुळवा: (०५)

स्तंभ 'अ'

स्तंभ 'ब'

- | | | |
|-----------------------------|--|------|
| 1. ठराव | अ) जेव्हा एखादा कर्मचारी संस्था सोडत तेव्हा आयोजित केला जातो | असतो |
| 2.अध्यक्ष | ब) घेतलेल्या निर्णयांची औपचारिक अभिव्यक्ती. | |
| 3. सूचना | c) मीटिंगचे योग्य संचालन सुनिश्चित करते. | |
| 4. मुलाखतीतून बाहेर पडा | d) माहितीचा अधिकार | |
| 5. सार्वजनिक माहिती अधिकारी | ई) वेळ, तारीख आणि लिखित सूचना जागा | |

Q.2) खालीलपैकी कोणत्याही चारवर टिपा लिहा: (20)

- i) बैठकीचे फायदे
- ii) मूल्यमापन मुलाखत
- iii) निवड मुलाखत
- iv) संकट व्यवस्थापन
- v) संस्थेच्या जनसंपर्क विभागाची कार्ये
- vi) मुलाखतकाराची भूमिका

Q.3) खालीलपैकी कोणत्याही दोनची उत्तरे द्या:

1. समितीची व्याख्या करा? समित्यांचे फायदे आणि तोटे यांची चर्चा करा.
2. मीटिंग शब्दाची व्याख्या करा आणि मीटिंगचे फायदे आणि तोटे चर्चा करा.
3. जनसंपर्क या शब्दाची व्याख्या करा आणि बाह्य जनसंपर्क प्रचारासाठी विविध उपायांची चर्चा करा.

Q.4) खालीलपैकी कोणत्याही चारची उत्तरे द्या: (20)

1. तुम्हाला तुमचे नवीन घर पूर्णपणे नूतनीकरण करायचे आहे. पूजा होम डेकोर्स, पनवेल यांना पत्र लिहा, तुमच्या गरजांचा तपशील द्या आणि त्यांना खर्चाचा अंदाज सादर करण्यास सांगा.
2. हर्बल साबणाच्या विक्रीला प्रोत्साहन देण्यासाठी विक्री पत्राचा मसुदा तयार करा.
3. तुम्ही दोन महिन्यांपूर्वी पुणे ते बंगलोरला 15000 रुपयांची मनीऑर्डर पाठवली आहे परंतु अद्याप ते मिळालेले नाही. पोस्टलाच्या निष्काळजीपणावर प्रश्नचिन्ह देणारी आरटीआय याचिका तयार करा.
4. तुम्ही राज होम अप्लायन्सेस, पनवेल येथून बजाज ज्युसरची ऑर्डर दिली आहे. ज्युसर काम करताना भयानक आवाज करते. राज होम अप्लायन्सेसला तक्रारीचे पत्र लिहा. त्यांना त्वरित ज्युसर बदलण्यास सांगणे.
5. विजय सेल्सने तुम्हाला मायक्रोवेव्ह विकले होते. पण ते नीट चालत नाही. जरी आपण विक्रेत्याला वारंवार विनंत्या केल्या, त्यांनी लक्ष दिले नाही जिल्हा ग्राहक मंचाकडे तक्रार चे पत्र लिहा.

Q.5A) खालीलपैकी कोणताही एक अहवाल लिहा: (10)

1. तुमच्या महाविद्यालयात वार्षिक सांस्कृतिक दिन साजरा करण्याबाबत अहवाल तयार करा.
2. चेतना कॉलेज, वांद्रे यांनी घसरलेल्या निकालांची पाहणी करण्यासाठी एक समिती नेमली आहे. कॉलेजच्या मुख्याध्यापकांना सादर करण्याचा अहवाल तयार करा.

B) संचालक मंडळाच्या वार्षिक सभेसाठी सूचना आणि अजेंडा तयार करा, ओंकार प्रा. लि., पनवेल. तसेच खालील बाबींसाठी ठराव मसुदा तयार करा. 10
i व्यवस्थापकाची नियुक्ती

ii सचिवपदाची निवडणूक

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

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