

4 FY BMS/BAF/BBI/FM

1814118

2 to 4.30

Pages - 3

Duration: 2½ hours

(L)

Q. P. Code: 12169

Business Commv.

Total Marks: 75

(615)

N. B. 1) All questions are compulsory.

Q. I. A. Fill in the blanks with suitable options. (Any Eight): (08)

- 1) A/An provides written intimation about the date, time and venue of a business meeting.
(Notice / Resolution / Agenda)
- 2) A Structured Interview is
(pre – planned / unplanned / planned on the spot)
- 3) are based on the findings of a Business Report.
(Recommendations / Terms of Reference / Summary)
- 4) The primary objective of a/an Interview is to select the best candidate for the job. (Selection / Exit / Appraisal)
- 5) Conferences provide a valuable base for
(Seminars/Committees/Symposia)
- 6) Business meetings have a/an agenda.
(indefinite / dynamic / fixed)
- 7) A Group Interview is similar to a (Group Discussion / Panel Interview / Structured Interview)
- 8) Suggestion Schemes are an example of Communication.
(Upward / Downward / Zigzag)
- 9) Catalogue, Price-list and Product Literature are sent by a seller in response to a Letter of (Order / Complaint / Inquiry)
- 10) A conference should be (need based / choice based / quality based)

Q. 1. B. Match the following (Any Seven). (07)

- | | |
|----------------------------|-----------------------------|
| 1) Motion | a) Vote of Thanks |
| 2) Conference | b) Review of Performance |
| 3) Promote Sales | c) Open House |
| 4) Last Item in the Agenda | d) Outgoing Employee |
| 5) Exit Interview | e) Give Latest Developments |
| 6) Bulletins | f) Proposal |
| 7) Appraisal Interview | g) Exchange of Views |
| 8) Skype | h) Discounts |
| 9) Group Communication | i) Group Discussion |
| 10) External PR | j) Video Chat |

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- Q. 2 A. How should a candidate prepare himself for a Job Interview? (07)
B. List and explain the factors that must be considered to organize a successful conference. (08)

OR

- C. What is a Grievance Interview? Why should it be conducted? (07)
D. Define Public Relations. List and explain any five measures to promote the external Public Relations of an organization. (08)

- Q. 3 A. An educational institution requires one hundred and fifty desks for its classrooms. Draft a Letter of Inquiry addressed to Famous Furniture Mart asking for a price-list and catalogue. Use the Complete Block layout. (07)
B. Mr. Gupta bought two dozen fruit drink cans from Super Bazar. On checking the cans at home Mr. Gupta realized that the cans sold to him were 20 days past their expiry date. Draft a Letter of Complaint on his behalf. Use the Modified Block layout. (08)

OR

- C. Draft an Investigative Report with recommendations about the unhygienic conditions in the canteen of Wonder Works Pvt. Ltd, Chembur, Mumbai. (10)
D. Draft the Notice and Agenda for the Annual General Meeting of Phoenix Computers, Worli, Mumbai. (05)

- Q. 4 A. Draft a Sales Letter to promote a 'Vedic Maths and Abacus Center'. Use the Semi Block layout. (07)
B. Amrit Lal had paid his telephone bill in time, yet his telephone line was disconnected on charges of non-payment. This has happened for the third consecutive month. Draft a letter on his behalf addressed to the Consumer Redressal Forum seeking compensation for the harassment and immediate restoration of the connection. Use the Complete Block layout. (08)

OR

- C. Draft an RTI Letter seeking information regarding your application for a driving license that has not been processed in spite of having passed the Driving Test and having submitted the required documents three months ago. (07)

D. Summarize the following passage: (08)

The educational philosophy of Swami Vivekananda is a harmonious synthesis between the ancient Indian ideals and modern Western beliefs. He not only stressed upon the physical, mental, moral, spiritual and vocational development of the child, but also advocated women's education, as well as education of the masses. The essential characteristics of the educational philosophy of Swami Vivekananda are idealism, naturalism and pragmatism. From a naturalist view point, he emphasized that real education is possible only through nature and natural propensities. From an idealist view point, he insisted that the aim of education was to develop the child with moral and spiritual qualities. From a pragmatist view point, he emphasized the need for Western education of technology, commerce, industry and science to achieve material prosperity. In short, first he emphasized spiritual development, then natural propensity, after that safety of life and then solving the problems of food and clothing of the masses.

Swami Vivekananda considered women to be the incarnation of power. He rightly pointed out that unless Indian women secure a respectable place in this country the nation can never move forward. The important features of his scheme for female education are, "Make women strong, fearless and conscious of their chastity and dignity". He insisted that men and women are equally competent not only in the academic matters, but also in other spheres of life. Swami Vivekananda being a keen observer could distinguish the difference in perception about the status of women in the West and in India. "The ideal woman in India is a mother, a mother first, and a mother last" he declared.

Q. V. Write short notes: (Any Three) (15)

- 1) Advantages of Conferences
- 2) Role of a Chairperson in a Business Meeting
- 3) Appraisal Interview
- 4) Videoconferencing
- 5) Functions of the Public Relations Department of an Organization