

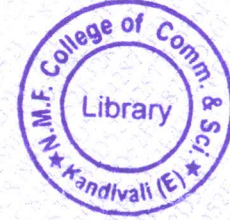
Q.P. Code :03754

[Time: Three Hours]

[Marks:100]

Please check whether you have got the right question paper.

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



A) Explain the terms in 2-3 sentences (any 5)

1. Agenda
2. Exit Interview
3. Notice of a meeting
4. Webinar
5. Crisis Management
6. Resolution
7. House organ
8. Committee

10

B) Match the following:

- | A | B |
|-------------------|---|
| 1. Sales letter | a) held while leaving the organization. |
| 2. RTI | b) helps to maintain group dynamics |
| 3. External PR | c) AIDA |
| 4. Exit interview | d) Press Release |
| 5. Team work | e) Public Information Officer. |

05

Write short notes on (any 4)

1. Interviewer's preparation for selection interview.
2. Role of the chairperson in a meeting
3. Grievance interview
4. Group Discussion
5. Advantages of meetings
6. WASP as an interviewing technique

20

Answer the following questions (any2)

1. What is a conference? Explain the different types of conferences.
2. Define Public Relations. Discuss the methods adopted for improving internal Public Relations.
3. What are the advantages and disadvantages of a committee?

20

4. Attempt the following letters (any 4):

1. Draft a letter of inquiry, asking for details of office furniture that you require for your new office.
2. You had placed an order for 100 raincoats to be delivered to your shop by the first week of May. You received the consignment in the first week of June. Draft a letter of complaint and ask for a suitable compensation.
3. Draft a sales letter for any 1 of the following:
 - i) Fruit ice-cream
 - ii) Sun glasses

20

(P.T.O)

Q.P. Code :03754

4. You had booked a flat with a builder who had promised possession in two years. Even after five years you have neither received the possession of the flat nor a refund, despite several reminders in writing. Draft a letter to the Consumer Grievance Cell requesting them to help you in getting redressal.
5. Your housing society has been receiving municipal water for only 2 hours daily for the last 3 months. Draft an RTI application to the municipal corporation of your ward, asking reasons for the same.

Q.5 The workers of XYZ company have gone on a strike. As the chairperson of the committee appointed to investigate the causes of the strike, draft your report and suggest measures to improve the situation. 10

OR

Draft a proposal from a caterer for supplying lunch and snacks for your office staff on a regular basis.

Q.6 Draft the notice and agenda for the 10th Annual General Meeting of J.K. Foods Ltd. Also draft resolutions for the following: 10

- i) Reappointment of auditors
- ii) Appointment of bankers.

Q.1A O

Q.7 Summarize the following passage: 05

There is a big difference between playing to win and playing not to lose. When we play to win, we play with enthusiasm and commitment, whereas when we play not to lose we are playing from a position of weakness. When we play not to lose, we are playing to avoid failure. We all want to win, but very few are prepared to pay the price to prepare to win. Winners condition and commit themselves to winning. Playing to win comes out of inspiration, whereas playing not to lose comes out of desperation. There are no ideal circumstances. There will never be. To reach any where we cannot just drift, or lie at anchor. We need to sometimes sail with the wind and sometimes against it, but sail we must.

Ask any coach or athlete what the difference between the best and the worst team is. There would be very little difference in their physique, talent and ability. The biggest difference you will find is the emotional difference. The winning team has dedication and they make the extra effort.

B (

Q.2A
E