

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -F.Y. BMS	Subject: - Business Communication
Semester: - II	Course code: -
exam Event: - Summer event 2024	Marks: 75
Date: - 20-04-2024	Duration: - 2 Hours 30 Mins

1. **All** questions are compulsory.
2. **Figures** to the right indicate full marks.
3. Use of log-table/nonprogrammable calculator is allowed.
4. Answer for the same question as far as possible should be written together.

Q1. A) Answer the following multiple-choice question (Any 8)

08

1. A Selection or employment interview is also known as a _____ interview.
a) job b) segregation c) selector
2. If the chairperson is _____ the conference activity suffers.
a) too weak b) too dominating c) either too dominating or too weak.
3. A Group interview is similar to a _____.
a) Group discussion b) panel interview c) structured interview.
4. The first step towards organizing a meeting is to _____.
a) Decided the venue b) determine the purpose c) inform the members.
5. _____ refers to a meeting for discussion or an exchange of view.
a) Board meeting b) committee meeting c) conference
6. _____ is an ongoing activity.
a) public relation b) group discussion c) conference.
7. A/ An _____ provides a personal touch which promotes goodwill.
a) Open house b) press conference c) exhibition.
8. Justice delayed is justice _____.
a) denied b) delivered c) granted.
9. _____ are designed to be handed out to people for sales promotion.
a) Leaflets b) memos c) reports.
10. A/An _____ reports deal with the assessment and promotion of employees
a) Project b) appraisal c) inspection.

B) State whether following sentences are True or False. (any 7)

07

- 1) Screening of applications involves short listing of eligible candidates.
- 2) The purpose of writing a letter of complaint is to start a quarrel.
- 3) Users of railways and airways are also consumers.
- 4) At conference the delegates have no voting right.
- 5) A business report is the same as a media report.
- 6) Sponsoring sports events promotes the external public relations of an organization.
- 7) One should never display leadership skill in a group discussion.
- 8) A summary is the same as a precis.
- 9) Public relations is the same as advertising.
- 10) In a seminar, journalists are invited to ask questions which are replied to by a spokesperson of the organization.

Q.2 A. Attempt any one of the following.	15
1. What is a presentation? Explain principal of making presentation.	08
2. Explain some dos and don'ts of presentations?	07
OR	
B. 1. What is a Grievance interview? why and how should it be conducted?	08
2. How should a candidate prepare for an interview?	07
Q.3 A. Attempt any one of the following	15
1. Discuss the role of a chairperson in a meeting.	08
2. Who is a secretary? What are the different types of secretaries?	07
OR	
B. 1. Define public relations. List and explain the functions of the PR Department of an Organization.	08
2. Discuss the advantages and disadvantage of conference.	07
Q.4 A. Attempt any one of the following.	15
1. Rashmi Shetty wants to purchase a platinum vacuum cleaner. Write letter of inquiry on the behalf to Sam Electronic, Grand Road, Mumbai inquiring about the various models, their features and prices. Use the Complete Block layout.	08
2. List and explain in brief any seven important Consumer Protection Laws in India.	07
OR	
B. 1. Mr. Gupta bought two dozen fruit drink cans from super bazar. On checking the cans Home Mr. Gupta realize 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
2. Draft a Sale Letter to promote the sales of a Sofa -Cum-bed. Use the Semi Block layout.	07
Q5 A. Attempt any one of the following Write Short Notes (Any 3)	
1. What is a Report? List and explain in brief the different types of Business Report.	08
2. Draft an investigative Report with recommendations on the declining sales of Fire wolf Cycles in Mumbai.	07
OR	
Write Short Notes (Any 3)	15
1. Advantage & disadvantage of Meeting.	
2. Promotional Leaflets and Fliers.	
3. Appraisal interview.	
4. Use of Flip charts.	
5. Right to Information (RTI) Act (2005)	