

Semester-II

Business Communication-II

Q. Explain the following in 2-3 sentences

1. Open question
2. Group dynamics
3. Agenda
4. Webinar
5. Resolution
6. Consensus
7. House Organ
8. Committee
9. Selection Interview
10. Suggestion Box
11. Standing committee
12. Secretary
13. Quorum
14. Notice of the meeting
15. Meeting
16. Online interview
17. Group Dynamics

Q. Write short notes on any four of the following

1. WASP Technique for conducting an interview
2. Advantages of meetings
3. Exit interview
4. Role of chairperson of a meeting
5. Preparation of an interviewee before selection interview
6. Online interview
7. The Interview Process
8. Appraisal / Assessment Interview

9. Preparation and conduct of the meeting
10. Interviewer's preparation for the interview
11. Resolution of the meeting
12. WASP technique of conducting interview
13. Preparation by the interviewee for the interview
14. Role of participant in a meeting
15. Role of the chairperson of the meeting

Q. Answer any two of the following

1. Define 'public relations'. Discuss the measures taken by Public Relations
2. Department to influence external publics of an organization.
3. What are conferences ? Describe the procedure for organizing a conference.
4. Define 'committees' Discuss any five types of committees
5. Explain six committees in details.
6. State some of the methods of conducting a conference
7. Define 'an interview' explain in details six various types of interview.
8. Define the role of public relation department in crisis management

Q. Write any four letters of the following

- i. Write a letter to Suhas Enterprises. Enquiring about various types of gel pens that you wish to stock in your shop.
- ii. Beauty stop, Mumbai has received a consignment of damaged make up kits from Shahana Enterprises Firozabad, Write a complaint letter on their behalf for the same
- iii. Write a sales letter promoting any one of the following a) A Dishwasher b) A new brand of toothpaste
- iv. Mr. Mayank Thavi of Mumbai ordered an iPad from 'NitaElectronics' through online shopping portal and made payments through credit card. The product was not delivered to him after deduction of the payment and the online shopping site has also not responded to his complaints. Write a letter to Consumer Grievance Redressal Cell, making complaint about the same and seeking adequate compensation.

- v. The Traffic signal in Mahavir Chowk has been unconditional since two months . Complaints to the town corporation haven't been attended . Write an RTI query asking about the status of your complaint application.
- vi. Draft a letter of enquiry to Anmol Furniture , asking for details of home furniture to furnish your new apartment.
- vii. You had placed an order for hundred bags to be delivered to your shop by the first week of May. However, you received the consignment in the first week of June. Draft a letter of complaint.
- viii. Draft a sales letter to promote the sales of anyone of the following products a) Ice cream b) Bicycle
- ix. You purchased a microwave oven from Ajay Sales . The microwave oven however did not function properly from the time it was delivered. You complained to the store authorities to which they responded by sending a technician who repaired it. The problem recurred. You requested Ajay Sales for a replacement which they refused to entertain. Write a letter to the consumer forum requesting them to help to get the microwave replaced.
- x. You have been receiving irregular water supply in your residential area for the past two months. Draft an RTI query, addressed to the Municipal Corporation asking for reasons for the irregularity.
- xi. Your college needs to place an order for sports equipment to Satyam Sports for the academic year 24-25. Write an inquiry letter to Satyam Sports, Mumbai.
- xii. Raghav purchased a Led Screen TV from Rakesh Electronics, Mumbai with one year warranty. The Screen of the TV has gone blur in the fifth month of the purchase . Draft a complaint Letter to Rakesh Electronics and seek for replacement of the product.
- xiii. Write a sales letter for the promotion of a) Smart Phone b) Probiotic drink
- xiv. There are many potholes on Veer Savarkar Marg, Borivali and the complaints to the Road safety Department has not been attended . Write a RTI query for the same.
- xv. Write a letter to the Consumer Redressal Forum seeking justice in form of replacement of the refrigerator which turned out to be a defective piece purchased from Vaidya Electronics ,Mumbai

5. a. Draft a Business proposal to be sent to Wagle college of Commerce for starting a Basic courses for MPSC and UPSC students in their campus on revenue sharing basis

b. After receiving complaints from students and teachers about the college canteen food of Avenue College, a committee of students and teachers was set up by the Principal to study the hygiene of the college canteen. Draft the working letter and committee report making suitable recommendations.

c. Draft a business proposal to be sent to a company to set up a canteen serving nutritious food in their premises for their staff.

d. A committee has been formed to investigate the possibilities of setting up a branch of Cross Fit Gymnasium and Yoga center in Your College. Draft the covering letter and report of the committee with favorable suggestions.

e. An Ayurvedic Medical Company from Kankavali want to set up its sales counter at Malvan bus Depot . draft a business proposal to be submitted to the Depot manager for the same.

f. As the Chairperson of the committee that has been appointed to investigate the causes of decline in sales at Premier Industries Ltd, Draft your report with a covering letter.

6. a.. Draft the Notice and Agenda of the fifth Annual general Meeting of Rachana Agro Ltd. Also draft the resolutions for the agenda discussed in the meeting.

b. Draft the notice and agenda of the 5th Annual General Meeting of Star Pharmaceuticals Ltd. Also draft resolutions for the following items:

- i) Declaration of Dividend
- ii) Appointment of Bankers

c. Draft the Notice and Agenda of the 2nd AGM of Neil Packers and Movers, New Mumbai. Also draft the following resolutions:

- i. Approval of the Annual report
- ii. Appointment of the company treasurer

7. Summarize the following passage

A. Speaking in public is as difficult as singing or acting , and it ought to have quite as careful rehearsals; even more careful , because one of the aims of the public speaker is to appear entirely spontaneous. The great speakers of Greece and Rome used to prepare an important

speech as carefully as an opera star nowadays studies a new role .After writing it out a dozen times, they would deliver it before a few trusted friends ,critics, and tutors, repeating it again and again until they knew every syllable and gesture , and yet the whole thing appeared , not a highly elaborate product of art, but a genuine outpouring of real and overwhelming emotion. That is why we still study the speeches of men like Cicero: a single page of them contains the result of more concentrated thought, active experience, intricate psychological knowledge, and training in languages than most modern speakers command in a whole life.

B. Occasional self medication has always been part of normal living. The making and selling of drugs has a long history and is closely linked, like medical practice itself, with belief in magic. Only during the last hundred years or so has the development of scientific techniques made diagnosis possible. The doctor is now able to follow up the correct diagnosis of many illnesses with specific treatment of their cause. in many other illnesses of which the causes remain unknown , he is still limited , like the unqualified prescriber, to the treatment of symptoms . The doctor is trained to decide when to treat symptoms only and when to attack the cause, this is the essential difference between prescribing and self-medication. The advance of technology has brought about much progress in some fields of medicine, including the development of scientific drug therapy . in many countries public health organization is improving and peoples' nutritional standards have risen. Parallel with such beneficial trends are two which have an adverse effect. One is the use of high pressure advertising by the pharmaceutical industry which has tended to influence both patients and doctors and has lead to the overuse of drugs generally. The other is the emergence of sedentary society with its faulty way of living: lack of sleep , excessive eating, unsuitable eating , insufficient sleep, excessive smoking and drinking. People with disorders arising from faulty habits such as these , as well as from unhappy human relationships , often resort to self- medication . Advertisers go to great lengths to catch this market.

Clever advertising aimed at chronic sufferers, who will try anything because doctors have not been able to cure them; can induce faith in a medicine, particularly if it is steeply priced. Advertisements are also aimed at people suffering from mild complaints such as simple colds and coughs which advertisements claim will be cleared up within a short span of time due to the intake of a medical product.

C. Many people seem to feel that food supplies can be increased. Some experts note that much of the Earth's surface is uncultivated and conclude that with our technological resources we would perhaps feed the rest of the world indefinitely.

Can one expect great increases in food production to occur through the placing of more land under cultivation? The answer is a most definite no. In almost all instances, land that is not farmed today is not farmed for excellent reasons- bad soil, lack of water, unsuitable climate, or some combination of these. In many cases, attempts have been made to farm the land and they have failed, People ask whether we could not farm the empty land of Nevada and greatly increase food production . The answer is yes and no. Yes, we could farm some of that country- we could farm the surface of the moon if we put enough money, effort and energy into it. No, we won't do it. The expense would make it economically impossible.

Unfortunately all flat land isn't farmable. The Russians have given us a graphic example of the stupidity of attempting to put marginal land into production. In 1954 large sections of the dry plains of Kazakhstan were put into grain production. Khrushchev had hoped for this

highly touted 'virgin' lands Programme, but unfortunately bad climate and other factors turned the Programme into a major disaster.

How often must we listen to the ignorant telling us that the population of Brazil can be fed simply by clearing and farming the Amazon basin? Soils in most of the tropical areas of the world are extremely poor. The lush forests that fill the Amazon Basin today are covering a soil which, if exposed to the sun and air, will quickly become infertile or, as a result of complex chemical changes, even turn to a rocklike substance known as laterite. This has already happened over large areas of the tropics.

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