

FY B.com
Sem - II
2017

Business Communication

Q.P. Code :03755

[Time: Three Hours]

100
[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.

Q.1 a) Explain the following terms in 2-3 sentences (any 5) :

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- ✓ 1. Online interview
2. Closed questions in an interview
3. Quorum
- ✓ 4. Agenda
5. Fliers
- ✓ 6. Group dynamics
- ✓ 7. Standing committee
8. House journal

b) Match the following :

05

- | A | B |
|------------------------------|---|
| 1. Group discussion | ✓ a. Open House |
| 2. Resolutions | ✓ b. Interaction at the time of leaving an organization |
| 3. Internal Public Relations | ✓ c. Technique for selection of a candidate |
| 4. Skype | ✓ d. Decisions taken at a meeting |
| 5. Exit interview | ✓ e. Video-chat |

Q.2 Write short notes on: (any four)

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- ✓ 1. Preparation to be made by a candidate before a selection interview
2. Appraisal interview
- ✓ 3. Role of the chairperson in a meeting
- ✓ 4. Advantages and disadvantages of meetings
5. Grievance interview
6. WASP technique of conducting an interview

Q.3 Answer the following questions (any two):

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- ✓ 1. Define 'Public Relations'. Discuss the measures taken by Public Relations Department to influence external publics of an organization.
- ✓ 2. What are conferences? Discuss the advantages and disadvantages of conferences.
3. Define 'committees'. Discuss the importance and the types of committees in an organization.

Q.4 Attempt the following letters (any four) :

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- ✓ 1. Your college wishes to setup a new computer lab and needs to buy 50 computers. Write a letter of inquiry to Bharat Computers enquiring about price list and other details.
- ✓ 2. A to Z stationery store had ordered a variety of pens from Star Pen Dealers. On receiving the delivery of the consignment they found that an entirely different set of articles has been sent to them. Draft their complaint and claim letter asking for replacement of goods.
- ✓ 3. Write a sales letter promoting any one of the following products:
 - i) A washing machine
 - ii) A new brand of toothpaste

(P.T.O)