

HERAMB COACHING CLASSES

FYBCOM/BUSINESS COMMUNICATION

Marks: 100

Duration: 3Hours

Date:12/04/18

Q.1. (A) Fill in the blanks:

(05)

1. The first step in the WASP technique is _____. (War, Welcome, Where, When)
2. Generally in group discussion you will have approx. _____ participants. (2-4, 4-6, 6-8, 6-10)
3. _____ meetings are conducted once in a year.
(Annual General Meeting, Board of Directors Meeting, Special Body Meeting, Executive Meeting)
4. Generally the companies have _____ to handle the press conference.
(Conference head, The General Manager, Spokesperson, The Director)
5. RTI Act came into existence in the year _____. (2004, 2005, 2006, 2007)

(B) State whether the following statements are True or False:

(05)

1. Appraisal interview should be conducted every week.
2. Agenda is kept a secret till the meeting begins.
3. The word Conference derived from the Latin word 'Confer'
4. Offering a discount is a bad sales strategy.
5. RTI promotes transparency and accountability in the working of every public authority.

Q.1. (C) Match the following:

(05)

- | Group 'A' | Group 'B' |
|-------------------------|---|
| 1. Letters of enquiry | (a) calls for silence |
| 2. Sales letter | (b) Asks for substitution of goods |
| 3. RTI | (c) calls for justice for consumers |
| 4. Consumer guidance | (d) Asks for information from government bodies |
| 5. Adjustment of claims | (e) Asks for catalogue, price list |
| | (f) Asks people to buy products |

Q.2. Write short note any 4 of the following:

(20)

1. Appraisal interview
2. Role of the interviewer during the interview
3. Preparation for a meeting
4. Role of the interviewee
5. Role of the chairperson during the meeting
6. External Public Relation

Q.3. attempt any two of the following:

(20)

1. What do you mean by secretary? Explain the function of private secretary.
2. What do you mean by conferences explain the advantages and disadvantages of conferences.
3. Define public relation. what do you mean by public relation? Discuss the importance of internal public relation.
4. What do you mean by Crises Management? Explain any five types of Crises.

Q.4. attempt any four of the following:

(20)

1. Dive Lava Sagli Kade Lighting Co. Ltd. wants to buy LED lights and store them as he expects a huge demand for them during Diwali. The company makes inquiry about the different varieties of LED lights available from Bright wholesalers. Draft the company's letter of inquiry on their behalf.
2. Draft a sales letter to promote the sale of Ungliya Chatte Rehjaoge Microwave.

3. Chukila Maafi Naahi is delivered the wrong cake on the occasion of his son's birthday. Annoyed, he writes a letter of complaint to Chukun Chuk Jhaali bakery describing the disappointment of his family. Draft a letter of complaint on his behalf.
4. Gaane Jeevan Aahe is an established music composer. He gave his music for a particular film. He now finds that the producer is planning to use the same in another movie as well, without paying him royalty for the same. Draft his letter to the consumer cell demanding royalty and compensation from the film producer.

Q.5. (A) Mumbai University has appointed a committee to look in to the complaints of paper leakage that has lately been making newspaper headlines and marring the good name of the university. Draft the committee's report. **(10)**

OR

(B) Draft a business proposal to Axis Bank to enable it to overcome its decline in sales. **(10)**

Q.6. Draft the notice cum agenda for a monthly board meeting of Dev Tari Tyla Kon Mari. Also draft resolutions in the following instances. **(10)**

- (i) Resignation of a Directors.
- (ii) Appointment Of Bankers.

Q. 7 Summarize the following passage: **(05)**

The governor of the Reserve Bank of India has said that the central bank was in the process of implementing the recommendations of the working group set up to review the system of on-site supervision over banks. This, he said, would ensure continuous and quick follow-up of corrective action in specific areas of supervisory concern identified during the RBI's annual inspection. Addressing the All India Conference of Chartered Accountants, the governor said that a strong system of supervision was essential for a sound banking system. "There has to be an alert mechanism for monitoring compliance with the prudential regulations and directives of the central banks." The RBI has stepped up initiatives to evolve a system of continuous and focused surveillance. In addition to setting up the Department of Supervision in December, 1993, and the Board of Financial Supervision in November, 1994, the RBI had put into place a regular quarterly system of off-site surveillance in March, 1996. In short, the supervisory system has been considerably strengthened in the last few years, he said. In addition to the supervisory system being revamped, the banks have been asked to strengthen their internal control machinery. He also emphasized the importance of the concurrent audit in the timely detection of irregularities and lapses. External auditors would have to play an important role in maintaining the overall soundness of the system. Mr. Rangarajan added that in addition to preparing the audit report on financial statements, auditors are also required to submit the long term audit report. Mr Rangarajan said that the reform process had started yielding results. Operating profits of the 27 PSBs had improved from Rs. 5,629 crore in 1994-95 to Rs. 7,569 crore in 1995-96.