

HERAMB COACHING CLASSES

Yogeshwar Towers, Katemanivali, Kalyan (E)

FYBCOM/ BUSINESS COMMUNICATION MARKS: 100 DURATION: 3HOURS DATE: 23.04.2019

Q.1 (A) Explain the following terms in 2-3 sentence: (any 5) (10)

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|---------------|------------------|----------------------|---------------------|
| 1. Resolution | 2. Summarisation | 3. W in Interview | 4. Stress Interview |
| 5. Notice | 6. Agenda | 7. Crisis Management | 8. RTI Act |

Q.1 (B) Match the pairs: (5)

Group 'A'

1. Group Discussion
2. Interview
3. Annual General Meeting
4. Consumer Guidance
5. Letter for enquiry

Group 'B'

- (a) Once in a year
- (b) Calls for justice for consumer
- (c) Ask people to buy product
- (d) have a definite theme
- (e) ensures quorum in meeting

Q.2 Write short notes: (any 4) (20)

1. Reprimand Interview
2. Functions of the private secretary
3. Advantages of conference
4. Suggestions scheme in internal public relation
5. Replies to enquiries

Q.3 Attempt any two of the following: (20)

1. What do you mean by Public Relation? Discuss the importance of external public relation.
2. Define a report. Why is report writing is essential for modern business.
3. Meaning and importance of conference.

Q.4 Attempt any four of the following: (20)

1. Kim Jun Min wants to purchase some microwaves to stock them for Christmas sales. She makes enquiries about the different varieties of microwaves available and their prices from SB Electronics. Draft letter for her.
2. Draft a Sales letter to promote the sale of JIO Sim.
3. You want to have your office completely renovated. Write a letter to 'Kya se Kya ho Gaya' Decorators, Mumbai, giving details of your requirements and asking them to submit an estimate of the cost.

4. You have received a letter from a customer complaining that the carpet he has received for his drawing room does not match the sample shown to him. Write a tactful reply to make him agree to a reasonable discount, as the carpet is already cut to the dimensions of his drawing room.
5. Your grandfather who has retired two years ago has not yet begun receiving his pension in spite of being entitled to it. Use the RTI Act to apply to the Pension Office and question the delay.

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

OR

(B) Draft a business Proposal letter to Nokia to overcome its declining sales.

Q. 6 Draft the notice cum agenda for the Annual General Meeting of Jamna Lal Bajaj Institute. Also draft resolutions in the following instances. **(10)**

- (i) Appointment of Secretary
- (ii) Appointment of Bankers

Q.7 Summarize the following passage: **(5)**

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.

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