

Marks: 100

Time: 3 Hours

I. A. Explain the following terms in 2-3 sentences: (Any Five):

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1. House Journal
2. Assessment Interview
3. Quorum
4. Under Stress Interview
5. Executive Committee
6. Suggestion Box
7. Mass Media
8. Web Page

B. Match the following:

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A	B
1. OHP	a. Internal PR
2. Conference	b. Transparencies
3. RTI	c. Right to Information Act
4. House Journal	d. One who appears for the interview
5. Interviewee	e. Keynote Speaker

II. Write short notes on (Any Four):-

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1. Selection Interview
2. Role of Participants in a Meeting
3. Preparations to be done by the Interviewee
4. WASP
5. Types of Meetings
6. Exit Interview

III. Answer the following questions (Any Two):-

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1. Define Public Relations. What methods (any three) does a Public Relations Department employ to maintain good internal Public Relations?
2. Define a Conference. Explain any four types of Conferences.
3. Discuss any four merits and four demerits of a Committee.

IV. Draft the following letters (Any Four):-

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- a. Place an order for refreshments for farewell party of TYBCom students in our College. Specify the menu, ask for mode of payment and discounts, if any.
- b. A complaint letter to Bookish Stores, Dombivli, regarding the missing pages in the Mathematics and Statistics Text Books. Ask for replacement of books.

- c. Draft a Sales letter for **any one** of the following:
Mobile OR Foreign Language Classes
- d. A letter to District Commission, Consumer Grievance Cell, Dadar against Darshika Enterprises which has not replaced the refrigerator that you bought four months ago.
- e. Letter under RTI Act to your Building Secretary asking why the lift was out of service for two days.

V. A. On behalf of the students of our College, draft a business proposal regarding the establishment of a Stationery Store in our College.

OR

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B. On behalf of the committee appointed to look into the empowerment of boys in our College, draft a report investigating the reasons for their lack of interest in household work and suggest measures to increase their participation in household work.

VI. Draft the Notice and Agenda of the 10th Annual General Meeting of Jigna Enterprises, MIDC, Dombivli. Draft the following Resolutions:

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1. Appointment of Secretary
2. Tentative date of the next AGM

VII. Summarize the following passage and give it a suitable title:

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During 1950 -1960, some significant research was done by Roger Sperry, which won him the Nobel Prize for Medicine in 1981. Sperry's work demonstrated that the human brain is divided into two major parts or hemispheres - the right brain and the left brain. The left brain is associated with verbal, logical, and analytical thinking. It excels in naming and categorizing things, symbolic abstraction, speech, reading, writing and arithmetic. The left brain is very linear: it places things in sequential order - first things first and then second things second, etc. Left brain engages in a very systematic, sequential and exact approach to getting the job done. The left brain strives for accuracy in the process of the job being done. The right brain, on the other hand, functions in a non-verbal manner and excels in visual, spatial, perceptual, and intuitive information. It is associated with the realm of creativity. The right brain processes information differently than the left brain. The processing happens very quickly and the style of processing is non-linear and non-sequential. The right brain looks at the whole picture and quickly seeks to determine the spatial relationships of all the parts as they relate to the whole. This component of the brain is not concerned with things falling into patterns because of prescribed rules. So, lateral or creative problem-solving does not follow a standard set of procedures. It is a 'subconscious process based on past distilled 'experiences'. It is based more on the gut feeling of the manager than on an objective process of weighing alternatives.

(An extract from *Handbook on Communication Skills* by Centre for Good Governance).