



SRI. S. H. KELAKAR COLLEGE OF ARTS, COMMERCE AND SCIENCE DEVGAD

CLASS: FYBBI

SEMESTER EXAMINATION- 2022-2023

SEM-II

COURSE: - BUSINESS COMMUNICATION-II

MARKS- 75

MAX. MARKS: 75

DURATION : 2.30. Hrs.

Q. 1 A) Match the pairs.

(08)

Column 'A'	Column 'B'
1) Deep breaths	a) For a quick reply
2) Appraisal Interview	b) Prepares the buyer to take delivery
3) Group Communication	c) Concern with the purchase side of trade
4) Letter of inquiry	d) Problem Solving
5) Credit note	e) Special instructions
6) Self-addressed envelope	f) Review the subordinate's performance
7) Advice note	g) Members appointed or elected
8) Clash of egos	h) Problem of group communication
9) Committees	i) Cancels extra debit special instructions
10) Markings	j) Control Nervousness

Q. 1 (B) State whether the following statements are True or False: (Any 7)

- 1) An appraisal interview is held to find out whether a person is capable of taking decision in emergency.
- 2) Interview through telephone is not feasible.
- 3) While appearing for an interview the candidate should answer questions in clear and natural voice.
- 4) One can never arrive at a consensus in a Group Discussion.
- 5) One should never display leadership skills in Group Discussion.
- 6) At a conference, the delegates have no voting rights.
- 7) Nervousness is only seen in speakers who are beginners.
- 8) If you have many transparencies it is necessary to number them.
- 9) Avoid using long sentences in PowerPoint slides.
- 10) When buyers and sellers are in same area they write letters.

Q.2. (A) Explain the meaning of word Secretary and Explain the different types of Secretary. (15)

OR

Q. 2 (B) Explain the principles of making an effective presentation. (15)

Q.3 (A) Draft the notice, with agenda, for a special meeting of the executive committee of a co-operative housing society which is facing many financial problems. (15)

OR

Q. 3(B) Define 'Public Relations'. Discuss the measures taken by Public Relations Department to influence external public of an organisation. (15)



Q. 4 (A) Draft carefully worded resolutions for the following items :-

(15)

- a) appointment of a new chairperson for a sports association
- b) condolence at the passing away of a past president.
- c) to take action against members who do not attend regularly
- d) appointment of bankers to a private limited company
- e) appointment of a honorary secretary of a dramatics club
- f) to wind up the activities of a sports body
- g) appointment of sub-committee to collect funds
- h) to remove a member on account of improper behaviour.

OR

Q. 4 (B) D. Summarize the following passage:

(08)

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 ways of living: lack of exercise, overeating, unsuitable eating, insufficient sleep, excessive smoking and drinking. People with disorder arising from faulty habits such as these as well as from unhappy human relationship, often resort to self-meditation. Adverse go to great lengths to catch this market.

Q.4 (C) A committee has been appointed to investigate the feasibility of starting a fruit canning factory at Ratnagiri. Prepare report with Recommendation for the same.

(07)

Q.5 Write Short Notes on the following.(any 3)

(15)

- 1) Grievance Interview
- 2) Role of chairperson in Meeting
- 3) Teleconferencing
- 4) Functions of Public Relation Department
- 5) Under stress Interview