



SHRI S. H. KELKAR COLLEGE OF ARTS, COMM. & SCIENCE, DEVGAD

F. Y. B. COM. SEMESTER II EXAMINATION, March, 2023.

DURATION: - 3 HRS. BUSINESS COMMUNICATION MAX. MARKS:- 100

N.B.:- Attempt all questions. Figures to the Right indicate full marks for the question.

1. A. Explain the terms in 2 or 3 sentences. (Any 5)

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| 1. WASP in interview | 5. Trial Order |
| 2. Seminar | 6. Agenda |
| 3. Image building by PR | 7. Price Current |
| 4. Solicited Inquiry letter | 8. Symposium |

B. Match the following

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| 1. Decision taken at meeting | a. Resignation |
| 2. Promotes Sales | b. Press Release |
| 3. Exit interview | c. Resolution |
| 4. RTI | d. Discount |
| 5. External PR | e. Public Information Officer |

2. Write short notes on any four of the following.

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| 1. Advantages of Meeting | 4. Preparation to face an Interview |
| 2. Role of Chairperson in a meeting. | 5. Appraisal Interview |
| 3. Grievance Interview | 6. Technique of conducting an interview |

3. Write the detailed answers on any two of the following.

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- A. What is Conference? Write on the advantages and disadvantages of Conference.
- B. Write a detailed note on the problems of committee meeting.
- C. Write a detailed note on the functions of Public Relations Department.

4. Draft the letters on any four of the following.

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- A. Your company needs to replace the water filter cum coolers in the premises. Write a letter of Inquiry to Cool Aqua Technology, Devgad.
- B. Your company had purchased Office Furniture. However, there are number of complaints regarding the quality of the material. Draft a complaint letter to Modern Furniture, Devgad.
- C. Draft a sales letter for the promotion of **any one** of the following.
i. Konkan's Summer Fruit Products ii. Hair Tonic iii. Tiffin Box
- D. Write a petition in the form of a letter to be presented before the District Consumer Forum about the Laptops and the printers you had purchased from ABC Computers, Thane. Explain the Forum how did you fail to redress your complaint.
- E. Your application for an educational loan is not processed within four months. You have completed all formalities of XYZ Bank, Devgad Branch. Draft a RTI petition to the Public Information Officer of the bank to question the delay.



5. A. The Management of the company has appointed the committee to investigate the causes of fire in the company. Draft the report of the committee to be submitted to the Managing Directors.

OR

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B. A manufacturing company of Konkani Alphanso products from Devgad wants to set up a new bottling unit at Amrawati. The company has appointed a committee to investigate the possibility of a new unit. Draft the report of the committee to be submitted to the manager.

6. Draft the Notice, Agenda and two Resolutions of the formal meeting of **any one** of the following.

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A. Devgad Taluka Agrowon Society

B. Young Devgad Sports Group

C. Devgad Killa Fishermen Society

7. A. Summarize your favourite Hindi movie in 100 words.

OR

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B. There are absolutely no two answers possible for this question. Is plastic bad for environment? In fact, it is one of man's worst inventions. When plastic was invented, it was looked upon as a wonder invention because of the innumerable usages it lent itself to. However, it soon became apparent that plastic has one highly negative quality that wiped out the advantages of all its uses. Plastic is non-biodegradable. This means that waste plastic cannot be turned into any other substance that is eco-friendly. You can burn tonnes and tonnes of plastic in the most advanced incinerator and all that remains is plastic. It doesn't change into anything else, as all other inventions do. Paper burnt turns into ash, but not plastic. Glass can melt and be re-formed as other glass products. But Plastic burnt cannot be used to form any kind of product. Hence, plastic waste contributes dangerously to environment pollution.

Here are some of the ill effects of having plastic for daily use. Thin plastic bags reach the drainage system and this causes clogging, especially during the rains. If too much plastic ends up in a lake or a pond, it creates a layer that denies oxygen to everything below so that no plant or animal life can survive in that water body. Plastic causes water pollution, as well as pollution of the soil. Hence plastic must be done away with, completely. Before plastic was invented, man had all the alternative possible, so why have plastic at all?