

N.B.:

1. All questions are compulsory.
2. Figures to the right indicate full marks.

**Q.1 A) Fill in the blanks using appropriate words :-**

[6]

1. A ..... is a serious difficulty that requires immediate attention.
2. When a candidate resigns, he is called for an ..... interview.
3. Suggestion scheme is a method of ..... Public Relations.
4. In the A.I.D.A formula, I stands for .....
5. An ..... is a list of items which will be deliberated upon at a meeting.
6. .... address is a speech by the Chief-Guest about the purpose, need and possible outcomes of a conference.

**B) Write Short notes on Any THREE of the following :**

[9]

- 1) Qualifications of PRO
- 2) House Organs
- 3) Difference between a conference and a meeting
- 4) Appraisal Interview
- 5) Advantages of Group communication.

**Q.2 Attempt Any TWO of the following :**

[15]

- a) What are the duties of a chairpersons in a meeting? Why is the function of the chairperson a very important one.
- b) What is internal public relations? Describe some of the ways public relation personnel can use to build goodwill within the organization.
- c) What is a Conference? What are the objectives of holding business conference.

**Q.3 Attempt Any THREE :**

[15]

- 1) You have received a complaint about the quality of paper supplied to Presidency college for their examination work. Your investigations show that the complaint is baseless. Draft the reply.
- 2) Draft a sales letter to promote the sale of 'A dictionary of trade terms.'
- 3) Shirley purchased a file of sophacin tablets from Riktik chemist for Rs; 750/-. After she used a couple of tablets, she found that the file of tablets did not have manufacture's name and Address

printed on the packing. The chemist refused to take back the defective file of tablets. Write a petition to the Consumer Cell seeking refund.

- 4) Draft a RTI application to obtain information from the Collector as to why your name and those of your family members have been dropped from the voters' list of your district even though you have been voting regularly till 2004.

- Q.4 A1)** The Management of the Hotel Persian Darbar (Pvt) Ltd., proposes to start a three star Hotel in Mulund, they asked their Secretary to investigate and report. Draft the Secretary report advising the management against the proposal. [7]

**OR**

- 2) A committee has been appointed to investigate the possibility of starting a fruit canning factory at Goa. Submit the findings of the committee in the form of a report.

- B)** Draft the Notice, Agenda and two Resolutions of the 7th Regular, Board Meeting of the Supreme Iron Productions Ltd, Nagpur. [4]

- C)** Read and Summarize the following passage. Also suggest a suitable title. [4]

The story of the battered two-year-old Falak, fighting for survival in the AIIMS trauma centre, has underlined the precarious vulnerability of abandoned children across the country. Falak encapsulates the plight of many others like her, brutalised by a system which has tragically failed to ensure a safe environment for our very young. Consider that even in the capital city of Delhi, children are abandoned almost every day at crowded markets, railway stations and hospitals. According to Pratidhi, an NGO, as many as 745 children were abandoned in Delhi in 2010. The number of deserted, trafficked and missing children has risen, notwithstanding countless laws passed to protect them.

This large-scale abuse and neglect of children has to end. But the question is : Should we leave the problem to the state to resolve it? A more effective and immediate way would be to adopt a multi-pronged approach involving state and non-state agencies. Long-term poverty alleviation as well as elimination of social and gender prejudices will yield enduring results. But in the meantime other productive measures

can be leveraged. One of these would be to simplify adoption procedures. Fortunately, amendments to the Guardian and Wards Act and Hindu Adoption Maintenance Act in 2010 have made inter-religious adoptions easier as well as gender-neutral. But red tape continues to be a major hurdle when it comes to adoptions. Rules ought to be simplified and the process made faster. It would also be useful to have a credible accreditation committee, to certify credentials of NGOs running shelter homes and orphanages. This will help clean up the system and direct charitable aid to the right places.

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