

N. B. :

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

Q.1 Write short notes on any THREE of the following :

[15]

- a) Interview as a two-way communication process.
- b) Role of leadership in Group Discussion.
- c) Preparation and conduct of a Meeting.
- d) Exit Interview and its importance.
- e) Role of Chairperson in the conduct of a successful meeting.

Q.2 Attempt any TWO of the following :

[15]

- a) Explain in detail Public Relations Personnel Code of Ethics.
- b) Explain the purpose and conduct of a Business Conference.
- c) How does Public Relations Department communicate with outside Publics?

Q.3 Attempt any THREE of the following :

[15]

- a) As a dealer in bicycles from Mumbai, draft an inquiry letter to Hero Cycles, Surat about the latest prices and other business terms.
- b) Write a letter of complaint regarding shortage in the weight of a consignment of tea bags you have just received.
- c) Draft a petition to the District Consumer Grievance Forum regarding the supply of substandard electronic goods provided by Prabhat Trade Services.
- d) Draft a Sales letter to promote the sale of a Digital Wrist Watch.
- e) You had applied for a duplicate driving license with all the required documents as your original one was lost. Although three months have passed you have not received the license and there is no satisfactory reply to your enquiries. Apply for information under RTI.

- Q.4 a) 1) The Agro Food Specialities Limited wish to set up a fruit canning factory in Goa. Draft the committees report favouring this proposal along with the recommendations.**

[7]

- Q.4 b) 1.** Draft the Notice and Agenda for the First Annual General Body Meeting of Supreme Iron Products, Pune. [2]
- 2.** Draft carefully worded Resolutions for the following. [2]
- Audited Annual Accounts and Directors Report
 - Appointment of an Auditor.

Q.4 c) Read and summarise the following passage. Also suggest a suitable title. [4]

Advertising is a business. It is all for business. To a manufacturer, advertising is usually considered part of the firm's marketing programme. To the retailer, it is also part of his so called "marketing mix". To the various media of communication, it is both a major source of revenue and means of providing information about products and services to their audiences. To the consumer, it is a major source of information regarding products and services. Good advertising is a means of educating the public in good taste. It moulds the psychology of the consumer and bring him to the point-of-sale. In a country like India where people, specially in the rural areas have acquired a certain amount of purchasing power but are at the same time stepped in superstition and blind beliefs, advertising has a big role to play in changing conventional habits. It should help to educate and motivate the masses so that the little surplus that they have is not frittered away in traditional but wasteful expenditure, but is used in the purchase of goods and services which will help to make their lives richer and at the same time participate in the government's effort for the growth of the company.
