

Time: 2 ½ Hrs.

Marks: 75

N.B.: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1.A. Fill in the blanks:

(05)

1. The periodical assessment of an employee takes place in _____ interview.
2. At _____, journalists are invited and questions are asked which are replied by the spokesperson of the organisation.
3. Notice and agenda is sent by the _____.
4. The person who conducts the interview is called _____.
5. _____ refers to a firm decision or opinion formally expressed by a group at a meeting.

Q.1.B. Define the following terms:

(10)

1. Panel Discussion
2. Selection Interview
3. Seminar
4. House Organs and Bulletins
5. Agenda

Q.2. Write short notes on any THREE of the following :

(15)

1. Preparation of an interviewee for an interview.
2. Advantages and disadvantages of meetings
3. Procedure for the conduct of a meeting.
4. Role of a Chairperson in a meeting.
5. Exit interview and its advantages.

Q.3. Attempt any TWO of the following:

(15)

1. What is a Conference and explain in detail Tele-conferencing and Video-conferencing.
2. What are the aims of Internal Public Relations and explain the methods used for Internal Public Relations in organisation.
3. How does Public Relations Department communicate with outside Publics?

Q.4. Attempt any THREE of the following:

(15)

1. Write a complaint letter to your supplier claiming compensation for shortage in a consignment which you have just received.

3. Draft a Consumer Grievance letter to the District Forum regarding the malfunctioning of a 750 litre frost free refrigerator that you bought from a reputed company and which you find leaks from the freezer unit causing a pool of water to collect around it.

4. Draft an inquiry letter to D.Souza and Sons asking for an estimation for installing air condition in your office.

5. You had applied for a new water connection. Although one year has elapsed, still you have not got the connection. Apply for information under RTI.

Q.5.i. A fruit processing company from Himachal Pradesh proposes to start a sales depot in Pune in Maharashtra. Prepare the committee report to be submitted to the Board of Directors.

OR

(07)

ii. As the librarian of your college, you have been asked by the Principal to suggest reorganisation of the college library so as to make the maximum utilization of the space and facilities available. Prepare the report recommending computerization of the library catalogue and lending system.

(07)

Q.5.B. Draft the Notice cum Agenda convening a Managing Committee of a Co-operative Housing Society. Also draft Resolutions in the following instances:

(04)

1. Condolence at the passing away of a past President of the organisation.

2. Appointment of a new Chairman for a Sports Association.

Q.5.C. Summarise the following passage:

(04)

Today, more and more youngsters are falling a prey to obesity, the problem of being overweight. A recent survey pointed out that 26 percent of those examined were overweight and 4.2 percent plain obese. Death rate among youngsters has gone up on account of non-communicable diseases like heart problems caused by obesity. It is indeed ironic that while on the one hand we are struggling to find the problem of undernourished children, we have on the other hand the problem of excessive nutrition.

Plumpness is generally attributed to hormonal problems, but that is only in the case of 6 per cent cases. It is the lifestyle and the environment one grows up in that matter more. After school, kids used to play out in the field, but today they go either for the T.V remote control or their computer games. The junk food culture, especially in the homes of working parents only add to their lard.

This problem needs to be tackled in childhood, because health experts caution that obesity can lead to a host of deadly diseases like diabetes and high blood pressure. Parents should regulate the food habits of the children while schools need to encourage active involvement of children in outdoor activities and modify their canteen menus. If the generation next does not get back into action now, as in the United States, obesity will be declared an epidemic in India too.