

MN3AGR

TIME : 2 Hrs.

MARKS:60

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

Q.2.Attempt any TWO of the following: 15

- a) Enumerate the role of Internal Public Relations and describe ways Public Relation Personnel can build goodwill within an organization.
- b) Explain the purpose and types of Conference.
- c) How is a Conference different from a Meeting and explain the advantages and disadvantages of having Conferences.

Q.3.Attempt any THREE of the following: 15

- a) Draft a complaint letter to Famous Book Depot,New Delhi, regarding bad execution of an order.
- b) Draft a sales letter to promote the sale of a high-tech Note-Pad.
- c) You wish to renovate your home.Write a letter to M/s Ruia Bros.,Pune giving details of your requirements and asking them to submit an estimate of the cost.
- d) Mr.Tiwari purchased goods worth Rs.30,000 through online shopping and made advance payment of the entire amount. In spite of repeated enquiries and requests,he has still not received the goods. Complain to the Consumer Grievance Forum to seek compensation
- e)Mr.Sardesai had booked a gas connection from Mandlik Gas Company before eight months but has still not received his connection.Draft a RTI letter to inquire about the delay.

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Q.4.a) 1. Draft a committee report on the need to open a branch office of Prakashan Publication Co. in Pune. 07

OR

2. Draft a half-yearly report on the working of the Goodluck Co-operative Bank Ltd., Mumbai . 07

b) 1. Draft the Notice and Agenda for the Executive Meeting of N.K.O Company Ltd. for its election of office bearers. 02

2. Draft carefully worded Resolutions for the following: 02

a) Approval of Financial Report

b) Condolence Resolution

c) Read and summarise the following passage. Also suggest a suitable title. 04

There are basically two types of auctions: ascending-bid auctions and descending-bid auctions. Ascending-bid auctions start out with a low bid for an object. The price of the object is gradually raised until only one bidder remains. By contrast, descending-bid auctions start out with a high bid and the price is progressively lowered until a customer expresses a willingness to purchase the object. Both procedures have a number of variants. For example, in some types of auctions a professional auctioneer declares the suggested bids. In other types of auctions, however, the customers make their own bids. Another variant, used at places such as eBay or Yahoo Auction, is called a "buyout option". A high price for an item is declared. Anyone willing to pay that price is guaranteed a purchase. This variant seems to appeal consumers who dislike uncertainty: for a fixed price they are guaranteed an object. "Buyout options" are most commonly used if the seller has a stock of several copies of the same item.

Both ascending-bid and descending-bid auctions can be conducted in either open or closed formats. In open formats, all participants know what exactly how much an object is going for. In closed auctions, participants are unaware of how much other participants are willing to pay for an object. Though open auctions generally yield higher prices, closed formats are sometimes preferred in situations in which the privacy of the prospective buyers is considered paramount or the need to document precisely how much each party bid is high.
