

MN3AFT

Time: 2 Hours

Marks: 60

Note:

- i. All questions are compulsory.
- ii. Figures to the right indicate marks

**Q.1) Attempt any three out of four Questions: (15)**

- a) Discuss any three forms of External Public Relations, in detail.
- b) What is a Committee? Specify the advantages and disadvantages of Committees.
- c) Mention the advantages and disadvantages of Conferences.
- d) Define Public Relations. State any three ways of improving Internal Public Relations.

**Q.2)**

- a) A Committee has been set up to look into the problem of theft, stealing and robbery in your factory premises. Draft the Committee's report.

OR

(15)

- b) A Committee of Professors is appointed by the Principal to submit a report on the causes of poor conditions of the College Gymkhana. Draft the report suggesting suitable recommendations to improve the conditions.

**Q.3)**

- a) Draft a letter of application to the following advertisement: (05)

Wanted Senior Clerks for a well-known Bank in Thane. Candidates with the required qualifications should apply. Knowledge of English, Marathi and Hindi would be an added asset. Minimum two years' experience preferred. Those interested, apply to The Advertiser, The Indian Express, P. O. Box No. S.C. - 25, Dr. D. N. Road, Mumbai - 400 001.

- b) Draft a Bio data for the above letter of Application. (10)

OR

P.T.O.



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**Q.3)**

**a)**

**(07)**

Draft a letter of Confirmation to your employee, confirming his services, congratulating him and wishing success for his future. (Use Semi Block Format)

**b)**

**(08)**

As a Manager of Marketing Department, draft a testimonial to your ex-employee, who was very efficient in her work.

**Q.4)**

**a)**

**(07)**

Write a letter of order to the Bharat Textiles, Mumbai, asking them to supply dress materials (regular order) for your shop for the upcoming festival. Ask for a catalogue and pricelist, along with a discount. (Use Modified Block Format)

**b)**

**(08)**

As the Proprietor of Jagan Stationery Mart, write a letter to a fountain pen Manufacturer, who has sent you 300 pens, out of which many are found to be leaking, when used. Explain how several of your customers have been complained of that and stopped buying the same. (Use Full Block Format)

**OR**

**Q.4) Make a Summary of the passage given below. Also give a suitable title. (15)**

Self-confidence is the confidence one has in oneself, one's knowledge, and one's abilities. It is the confidence of the type: "I can do this". "I have the ability to do this". Self-confidence is the one thing that is much more important than many other abilities and traits. If you do not have self-confidence, what you do will never become fruitful at all. The fruits of what you do without self-confidence are lost.

Self-confidence is the first step to progress, development, achievement and success. Even if you have a lot of abilities and a lot of knowledge, if you do not have Self-confidence, you cannot be successful. But, on the contrary, even if you have average abilities and knowledge, chances are that you achieve what you want to.

The successes and achievements in turn will strengthen your self-confidence further. It is natural that persons with good confidence are offered leadership and other office responsibilities of groups. More and more opportunities automatically come the way of the person with good self-confidence. In short, success flows to those who have a genuine Self-confidence.

**P.T.O.**



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By improving one's self-acceptance, self-concept, and self-image, one can improve one's self-esteem. Unless one is not able to love oneself, like oneself, respect and accept oneself as one is -- with all the defects one has -- it is not possible to have self-esteem.

The reason self confidence is so important is because out of confidence comes success. Proof of this is found in many instances. For example, it is proven that students who begin a test with confidence in themselves that they will achieve a desired goal have a better chance of doing-so opposed to those who begin a test with uncertainty. Another example is in the working world. It is very unlikely for an insecure, unconfident person to be a CEO of a flourishing company. When hiring an employee for an important position, an employer looks for certain qualities and self confidence is one major one.

Self confidence is a disease. Friends, family, and all people other people in touch with a person displaying confidence are likely to generate similar self confident feelings. A confident person attracts friendships, but commands respect, too. 69% of women said that men possessing self confidence were 2 times more attractive than those lacking it. 'I believe that a self-confident man is aware of his imperfections but doesn't allow them to hinder him from being the best person that he can be.' Alison Austin of Dayton, OH.