

Time : 2 hrs

CODE - XANTHO

Mark : 50

All Questions are compulsory.
Figures to the right indicate full marks.

- Q.1 a) Define meeting as a tool of communication ? 10
What are its advantages and disadvantages ?
OR
b) What is meant by mnemonic WASP ? How does it help in holding an interview ? 10
OR
c) What are the methods or techniques of public Relations with the 'public' within the organisation ? 10
- Q.2 Draft the notice and Agenda for the Board of Directors meeting of SYMBIOTIC ENGINEERING LIMITED, MUMBAI. Also draft the resolutions for the following : 8
a) To elect the office bearers.
b) To fix the dates of the nominations and withdrawals, time, date and place of the election.
- Q.3 a) Mr. Sohail Kapadia bought a video camera from Blue Diamond Electronics five months ago. He now claims that it is defective and asks for an exchange. Draft a reply agreeing to adjust his claims. 6
b) Write to a supplier of stationery articles that you are prepared to consider contracts for the supply of pencils, notebooks, paper and ink to your college co-operative stores, for a period of ten months, from June to March. Ask him to send a representative to discuss the terms. 6
- Q.4 a) Draft the sales letter to promote the sales of 'EUROCLEANE' vacuum cleaner. 6
You have bought an expensive refrigerator from ~~SYMBIOTIC ELECTRONICS~~ EQUIPMENTS. Within seven days you find that water leaks from the freezer unit and also makes a sound. The company had send a mechanic who was unable to repair the machine. The company refuses to replace the refrigerator. Draft a letter - cum - petition to the president of the District consumers Redressal Forum setting out your complaint, claiming replacement or refund of money and compensation. 6
- Q.5 a) There has been remarkable decline in the sale of sports goods manufactured by a company. The Marketing Manager has been asked to report with recommendation for stopping the decline. Prepare the Report. 8
OR
b) The Principal of a college has appointed a committee of two teachers and three students to suggest new directions in which students attendance can be improved. Write the committee's report.