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32070

Answer Key:

Q 1. A Explain the following in 2-3 sentences (Any 5):

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- i. Online interview: Interview over skype/ internet, interactive – face to face , no need to travel ,held in real time
- ii. Group Dynamics: interactions that influence the attitudes and behaviours of people when they are a part of a group either by choice or by accidental circumstances
- iii. Webinar: Short form of web based seminar; is an interactive seminar conducted online using web camera/ videoconferencing software and internet; gives- receives information in real-time from distant locations
- iv. Open House: A time when an organization is open for visits by members of the public
- v. Grievance interview: Conducted to address the complaints of employees, resolve issues, get an insight into employee problems
- vi. Consensus: General agreement by all members regarding an issue
- vii. Agenda : List of items to be discussed in a meeting
- viii. Open Questions in an interview: Questions that require long answers and which do not have one definite answer/ cannot be answered with a 'yes' /'no' ; generally begin with- How, why, Tell me – drawing out the candidate's response.

Q 1. B Match the following:

05

- | A | B |
|--|---|
| i. Minutes | A Record of the decisions taken in a meeting |
| ii. Tool of external public relations | B. Exhibitions and Trade Fairs |
| iii. Exit interview | C. Held when an employee is leaving an org. |
| iv. Public Information Officer | D. Right to Information |
| v. Star, Chain & Hook | E. Formula for writing a sales letter |

ANSWERS : i- D ii-C,; iii-E; iv-A; v-B

Q2. Write Short Notes on any four of the following:

20

1. Appraisal interview: Conducted by the senior for the junior employee; is periodic in nature; all employees are assessed. It aims to fulfil the following objectives:
 - To review performance of employee
 - To discuss tasks, achievements, targets, responsibilities of the employee
 - To discuss future growth plans/ set next targets
 - To obtain feedback
 - To discuss ways of improving performance
 - To recommend for promotions/ raise in salary
 - To improve human relations
2. WASP Technique of conducting interview:

2

W: welcoming the candidate, exchanging greetings, asking him to sit, making him comfortable

A stands for acquiring information: About earlier job, salary, qualification, personality, reason for changing job,

S stands for supplying information: about job, organization, salary, growth prospects, rules, working hours, etc.

P stands for parting cordially: thanking him, informing how the decision will be conveyed to him

Role of the Chairperson in a meeting: Decides agenda, members, date time and place of meeting, checks quorum, spells out the agenda,

introduces new members

allocates sufficient time for each item of agenda

intervenes in case of conflict

initiates discussion

puts motion to vote

encourages all members to speak

handles hidden agenda

diplomatically restricts dominating participants

summarizes frequently

exercises casting vote if required

Role of the participants in a meeting: On receiving the agenda and notice should gather information about the points that he/she needs to discuss

Put across views firmly and politely

Patiently listen with an open mind

Not to interrupt others

Never personalize differences of opinions

Be courteous

Disadvantages of meetings: Time consuming

Conflicts and ego problems

Lack of sense of responsibility among participants



Irrelevant discussions

If not planned properly no desired result

If chairperson is weak or undesirable –no fruitful discussions

If members too many / too few most advantages are frittered

At times pressure on meetings to reach decisions

Preparation by the interviewee before a Selection interview: Learn about job and company

Prepare list of potential questions and answers

Read your resume; keep copies of resumes and other documents

Carry original documents

Do SWOT Analysis of oneself

Properly dressed

Be punctual

Answer questions honestly and firmly

Be honest and polite

Wish on entering

Don't argue with the interviewer

Never criticize former employer

Thank interviewer at the end

Answer any two of the following questions:

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1. **Define Crisis? What are the different types of crises that could occur in an organization?**

Discuss the role of Public Relation department in Crisis management.

Unexpected turn of events that could impact an organization in a big way

PR role- Pre crisis: Be prepared; have a crisis management team; Listen to organizational grapevine,

In Crisis: Do not pretend all is fine; Gather all necessary information- finding- understanding- analysing crisis, Apt and quick action, have a trained spokesperson to communicate to public through media

Be proactive

Share the truth with different stake holders

Acknowledge failure/ take blame

Express regret

4

- Explain clearly without technical jargon
- Be thorough with facts
- Be calm helpful instead of being aggressive and defensive
- Present information with responsibility towards society
- Give timely updates
- Re-assure that necessary actions are being undertaken

Post Crisis: Focus on remedial measures to avoid a repeat

Fulfil commitments made

Give follow –up information

2. What are conferences? Describe the procedure of organizing a conference.

Gathering of people with common interest with the purpose of discussion, exchange of ideas etc . Derived from 'Confer' which means to consult together

Organizing: Fixing theme, deciding chief guest, speakers, venue- date- time, duration, prepare brochures, registration forms, chalk out the schedule, invitations, delegates , arrangements, accommodation , catering, seating , technical arrangements, registration desk on the day of the conference, give informative material about reports, speeches, abstract etc to participants, get certificates ready, etc

3. Discuss the different types of committees and the advantages of committees in an organization.

A fixed group of people appointed by a higher authority to function for a specific period on a particular work.

Types : On the basis of Time : Standing and Adhoc
on the basis of structure : Formal and informal
On the basis of Function: Executive and advisory
On the basis of character: Line and Staff
On the basis of constitution: Joint and sub- committee.

Advantages: Enables people to come together to discuss pros and cons of an issue
Improves coordination and communication across different sections
Enables balanced view from perspective of many depts
Motivates subordinate and gives them a sense of participation and responsibility
Prevents concentration of power
Acts as a forum for training

Q 4. Write any four of the following letters:

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Letters : 01 mark for format and 4 marks for relevant contents

Introduction, Scope and Aims, Structure/ Format, Staff, Revenue/ Budget, Conclusion

Q 5. B. Your college Principal finds that the books, newspapers and magazines in the college library are not being used extensively by students. He has formed a committee of staff and students to

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study the reading habits of students. Draft the committee report and the covering letter of the same.

Covering letter 02 marks

Report: 08 marks Title, Aims, Authority/ Terms of reference, Methodology/ Procedure, Findings, Recommendations, date Place and Signatures

Q6. Draft the notice and agenda of the 23rd Annual General Meeting of Bharati Textiles Ltd. 10

Also draft the following resolutions:

- i. Appointment of a Board of Director
- ii. Declaration of Dividend

Notice: 03 marks; Agenda: 03 marks; 2 Resolutions 02 marks each

Q.7. Summarize the following passage and suggest a suitable title: 05

Summary - 04 marks; title: 01 marks