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QP Code: 35027

Synoptic Solution - Business Communication Semester II

- Q. I. A. Fill in the blanks with suitable options:(Any 08) (08)**
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|--------------------|---------------------------|-------------|----------------|
| 1) Recommendations | 2) House Journal | 3) Motion | 4) Committee |
| 5) Selection | 6) Inquiry | 7) Interest | 8) Twenty Lakh |
| 9) 2005 | 10) Supplying Information | | |

- B. Match the following: (Any 07) (07)**
- | | | | | |
|------|------|------|------|-------|
| 1) f | 2) h | 3) g | 4) a | 5) d |
| 6) e | 7) c | 8) j | 9) i | 10) b |

Q. II.

- A. Definition: (08)**

"An interview is any planned conversation with a specific purpose involving two or more people." (Thill & Bovee)

"An interview is a conversation with a purpose. It aims at getting a truthful response from a candidate." (Murphy & Peck)

(The examinee may give any other author-backed definition)

Interviewer's Preparation to conduct a Selection interview:

Go through the Curriculum Vitae; know the applicant; prepare a list of likely questions to be asked; organize a suitable room, stationery and refreshments; allow enough time for the interview; control the interview; receive the candidate cheerfully; check the knowledge the candidate possesses; be a good listener and pay attention till the close of the interview; thank the interviewee for having appeared for the interview.

- B. A conference is a gathering of delegates. It may be organised for one day or more. However small the conference, organising it is an elaborate activity and requires extensive planning. (07)**

In order to make the conference a success an Organising Committee/ Team headed by a Chairperson or a Co-ordinator must be formed to look into the various aspects such as: Creating an organising structure, planning for the conference, invitations, publicity, hospitality, stationery, feedback, evaluation, follow-up etc.

OR

- C. A Grievance Interview is an interview where employees discuss their difficulties and dissatisfaction. It acts as a safety valve. It is necessary for the smooth functioning of the organization. The employee must be given an opportunity to express himself freely and frankly. The Management should hear out the grievances as it helps to clear the work atmosphere. The interviewer should establish a positive climate which will make the employee comfortable to voice out his views and feelings. These interviews also help to solve organisational problems. Tact, patience and a friendly attitude are a must for such an interview. The interviewer should assure the employee that his grievance will be confidential and that appropriate action will be taken. (08)**

D. Public Relations has been defined as 'The deliberate, planned and sustained (07) effort to establish and maintain mutual understanding between an organisation and its public'. (The British Institute of Public Relations)

(The examinee may give any other author-backed definition)

The measures to promote Internal Public Relations in an organization are the following:

i.) **The Print Medium** can be used in a variety of ways. **Bulletins** are used to give the employees news about the latest developments. **In-house Journals** and magazines or periodical booklets are also a popular means. These usually contain a message from the management, and an editorial focusing on the latest events or products. In addition, to make them more interactive and participative, they may include articles by employees, news about them such as marriages or births and deaths, or other relevant and significant events or news that concerns them, like promotions or notes of appreciation.

ii.) **Films** are a good way of engaging with the employees. When these are followed by discussions, they afford an ideal platform for interaction in an informal setting and strengthen the employee-management bond. They could serve the additional purpose of instruction or training.

iii.) **Open House** is a wonderful device for image building with the employees and their families. Picnics with employees also serve a similar objective.

iv.) **Off-site Training Programmes** are becoming another popular way for companies to achieve their dual objective of providing both training and entertainment to their employees in an informal setting. Conferences, whether internal or external, become a wonderful PR exercise to motivate the employees and to up-date their knowledge.

v.) **Exhibitions and Competitions** form yet another form of instructing, encouraging and, thereby, motivating employees.

vi.) **Advice and Counselling & Suggestion Schemes** help in strengthening the bond between the Management and employees etc.

Q.III. A. Examinee's own expression in the specified format. (08)
B. Examinee's own expression in the specified format. (07)

OR

C. Examinee's own expression. (08)
D. Examinee's own expression. (07)

Q.IV. A. Examinee's own expression in the specified format. (08)
B. Examinee's own expression in the specified format. (07)

OR

C. Examinee's own expression. (08)
D. Examinee's own expression. (07)

Q.V. **Write Short Notes: (Any 03)** (15)

1. Advantages of Meetings:

Meetings provide a platform for members to express their views; they facilitate better exchange of ideas and experiences; they facilitate effective communication; they help to arrive at democratic decisions; since decisions taken at a meeting are based either on the principle of majority or consensus they have a wider acceptability; they are a tool of education, training and management; they encourage a feeling of involvement, especially among employees etc.

2. Exit Interview:

An Exit Interview is conducted for an employee who is exiting i.e. leaving an organization voluntarily or has superannuated i.e. reached the age of retirement. An Exit Interview is usually conducted by the Human Relations (HR) Department/ Manager. Such an interview should preferably be conducted in an informal manner. The interviewer should be open minded. He should patiently listen to and reflect on what the outgoing employee has to say about his job and the organization because it helps to clear any misunderstanding or ill-feeling because of which an employee may be quitting the organization; it gives a sense of importance to an outgoing employee and a sense of security to employees who are still with the organization; it can provide valuable informal feedback to the Management.

3. Crisis Management:

An unexpected turn of events that could impact an organization in a big way is known as a crisis. PR plays an important role in Crisis Management.

In Crisis: Do not pretend all is fine; gather all necessary information- finding-understanding-analysing crisis; take apt and quick action; have a trained and experienced spokesperson to communicate to the public through the media; be proactive; share the truth with different stakeholders; acknowledge failure/ take blame; express regret; give timely updates; reassure that necessary action is being taken. **Post Crisis:** Focus on remedial measures to avoid a repeat; fulfil commitments made and give follow-up information.

4. Functions of the PR Department of an Organization:

Plans partnerships, voluntary and philanthropic activities and public participation to improve the quality of life within the community and thereby build a reputation and a positive image of the organization in the community; works on team building and employee empowerment; deals and communicates with legislatures and government agencies on behalf of the organization; liaises with the media; ensures honest and accurate communication during a crisis etc.

5. Promotional Leaflets and Fliers:

Leaflets and Fliers are modes to promote events, special offers and sales; they are a kind of open letter, designed to be handed out to people, either by hand or by post or inserted in local newspapers or left in cafés etc.; they are low cost and essentially a disposable type of advertising.

The essentials for drafting Leaflets and Fliers are – select an attractive opening; use colours and illustrations; print on both sides of the paper; definitely give contact details etc.
