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35016

(3 Hours)

Total Marks: 100

N.B: (I) All questions are **compulsory**

Q.1. Write short notes on: **(any four)**

(20)

1) **Advantages of Meetings:** Meetings serve a wide variety of purposes. They are essential as: they help in planning an event, to discuss financial matters, to arrive at solutions to problems. Help in bringing together a team and bring about team work and cooperation amongst members. Participation at meetings trains staff for succession and brings about participative management. Also provides various points of view.

2) **Group Discussion:** Group Discussion is a preferred means of screening and evaluation of candidates because it simulates real life work place situations. GDs help organisations select candidates who are good team members and skilful communicators. GDs test the communication skills, group behaviour, I.Q, general knowledge and listening skills of candidates. A typical GD consists of a group of 10-12 persons and a topic for discussion is either given or chosen by the group. The discussion is limited to about 20-30 minutes. Requirements for a successful GD involve: Being well informed and knowledgeable, Practicing active and reflexive listening, Learning to respect and appreciate different points of view, Developing logical reasoning skills, Practising English speaking skills. One should remember that a GD is not a debate.

3) **Selection Interview:** *Primary objective* of this interview is to select the best candidate for the job.

Secondary objective is to obtain first hand information about the applicant's qualifications, aptitude and attitude as a basis for selection and placement, To provide essential facts about the job and the company to the applicant, To create a feeling of mutual understanding and trust between the company and the applicant and to create goodwill towards the company.

4) **Role of the chairperson in a meeting:** The chairperson along with the secretary decide the topic, date, venue and the participants to be called for the meeting.

The chairperson officiates as the leader at the meeting.

The chairperson introduces new members and states the purpose of the meeting at the beginning.

The chairperson ensures that the meeting begins on time.

The chairperson monitors the proceedings of the meeting.

He ensures that the agenda is adhered to.

Digressions at meetings need to be controlled by the chairperson tactfully.

Domination by any member is restricted.

The chairperson shouldn't allow the hidden agenda to be successful.

2
Chairperson summarises the achievement at the end of the meeting.

Follow-up actions are announced and the group is thanked for participation.

The chairperson should be a right blend of rigidity and flexibility.

5) **Disadvantages of Conferences:** Conferences are important to an organisation, however, the objective of conference should be clear, conferences should not be conducted for the sake of formality, planning well in advance with regards to the resource people and arrangements should be ensured or else the objectives of the conference are not achieved and the conferences would be treated more as a get together by the delegates.

6) **Appraisal Interview:** Appraisal interviews are conducted to review performance of employees/departments.

It takes place to:

To discuss tasks, responsibilities, and achievements of employees

To discuss growth plans

To improve job performance

To obtain feedback

To improve human relations

Appraisal interviews are held at least once a year.

A successful appraisal interview is one where the manager knows the subordinates responsibilities, subordinates can express themselves freely and proper training is given to all managers, supervisors and employees.

Q.II. Attempt the following questions (any two) (20)

1. **Define Public Relations? Explain the ways in which an organisation communicates with its Internal Publics.**

Public Relations has been defined as 'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public'.

In an organisation, internal communication takes place through the vertical, horizontal and informal channels of communication. Internal public relations is most of the time seen as routine activity that takes place through these channels. However, internal public relations is not only about communication with employees about how work is to be done and pay. Its scope is much wider.

Different methods of promoting internal public relations are:

Suggestion Schemes: Suggestion schemes include suggestion boxes and open door policy. The thrust is on open lines of communication and encouraging upward communication.

Advice and Counselling, Various Publications that include house organs and Bulletins.

3

Compulsory and regular in-house training and refresher courses equip the personnel with knowledge about the latest techniques and innovations in their respective fields.

Exhibitions of products and photographs educate employees about their organisation.

Get-togethers and Visit to sister institutions and pilot projects are other methods of promoting internal public relations.

2) Define Committee. Describe how different committees can contribute to the success of an organisation.

A committee is a gathering of people with a common interest or background, with the purposes of allowing them to meet one another and to learn about and discuss issues, ideas and innovations related to a topic of mutual concern.

To deal with various aspects of organisational governance organisations have permanent and temporary committees. Permanent committees which are mandatory to the organisation are:

Standing Committee: It is empowered to take management decisions. It is vital to the organisation.

Audit Committee: Is entrusted with financial reporting and disclosure

Nomination and Remuneration Committee: Ensures remuneration arrangements are in line with the important goals of the organisation. Also evaluates the performance of every director.

Corporate Social Responsibility Committee: Formulates the CSR policy of the organisation.

Stakeholders Relationship Committee: Looks into the grievances of the security holders of the company.

Along with these some organisations have Members' Grievance Committee and Sexual Harassment Committee.

Temporary Committees like Ad-hoc Committee, Inquiry Committee and Advisory Committee are formed as and when required. Temporary committees are dissolved once the purpose has been fulfilled.

3) Define conference? Explain in detail the process of organising a successful conference.

A conference is a gathering of a large number of delegates and may be organised for one day or more. However small the conference, organising it is an elaborative activity and requires extensive planning to make it a success.

In order to make the conference a success an organising committee/team headed by a chairperson or coordinator is formed to look into various aspects of organising a conference.

Various ways of ensuring success are:

Creating an organising structure, planning for the conference, publicity, hospitality, running the conference and evaluation of the conference and its organization.

4

Q.III. Draft the following letters: (any four)

(20)

1. You wish to furnish your home, draft an inquiry letter to Decor Furnishing to gather information about the approximate cost of furnishing.

Format-1 Mark

Body – 4 Marks

(Should be an inquiry not an order, marks to be allocated for inclusion of details of the inquiry)

2. Draft a complaint letter to one of the leading electronics goods dealer in Mumbai for the delay in delivering your home theatre.

Format-1 Mark

Body-4 Marks

3. Write the Sales letter to promote the sales of any one of the following products:

a): *goggles* b) Steel water bottle

Format-1 Mark (Hanging indention format preferred and informal salutation)

Body- 4 Marks- Paragraphs to follow the AIDA pattern

4. You purchased a microwave oven from City Mall, Mumbai. The microwave oven however did not function properly from the time it was delivered. The Mall authorities did not pay heed to the repeated complaints for replacement. You have a right to replacement, the guarantee card mentions this. Draft a letter addressed to the Consumer Forum regarding the same.

Format-1 Mark (Should be addressed to the President of the Consumer Forum)

Body-4 Marks- Details of complaint and compensation to be included.

5. You have not received your PAN card in spite of having applied for it six months ago. Draft an RTI query, addressed to the I.T Department asking for reasons for delay.

Format-1 Mark (To be addressed to the Public Information Officer of the I.T Department)

Body- 4 Marks -To include queries related to the issue.

Q.IV). Attempt any one of the following:

(10)

A) As the Head of the H.R. Department of your organisation, draft a report of the various activities conducted by the organisation as part of corporate social responsibility (CSR).

Format -3 Marks

Body -7Marks

B) Draft the Notice and Agenda of the 8th Annual General Meeting of Keoo Pharmaceuticals Ltd. Also draft resolutions for the following items: (10)

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(i) Approval of Director's Report

(ii) Re-Appointment of Auditors

Notice- 3 Marks

Agenda-3 Marks

Resolution- 2 Marks per resolution

Q.V(A) Explain the following terms in 2-3 sentences: (any five)

(10)

1. **Group Dynamics:** Group dynamics is a set of behavioural and psychological processes that occur within a social group or between groups. It refers to the "nature of groups, the laws of their development, and their interrelations with individuals, other groups, and larger institutions" (Cartwright and Zander, 1968)

2. **Notice:** A notice is a written intimation of the date, time, place and the business to be transacted at the meeting, to all the persons who are entitled to attend it.

3. **House journal:** It is a powerful means of communication within an organisation and promotes healthy internal public relations.

4. **Public Relations:** Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public.

5. **Resolutions:** A resolution or a motion is any proposal placed before the meeting and its decision on the proposal.

6. **Crisis management:** It is the process by which an organisation deals with an unexpected and disruptive event, that threatens to harm the organisation, its stakeholders or the general public.

7. **Press Release:** The PR Department prepares a press release. It must contain worthwhile information that has some news value. It must provide all facts and information presented in an objective manner and following a journalistic style. It should be clear and concise. A well written press release will make the expected impact on the readers.

8. **Webinar:** It is one of the latest online group communication that is becoming popular with individual entrepreneurs and organisations. It is a web-based seminar, an online interactive session. It could be a presentation, lecture, workshop or seminar transmitted over the web using special software.

(B) Match the following:

(5)

- | | |
|--------------------|---|
| (1) WASP | (a) Minimum number of persons required to conduct a meeting |
| (2) Agenda | (b) A person who conducts the meeting |
| (3) Exit interview | (c) Procedure of conducting an interview |
| (4) Quorum | (d) List of items to be discussed at the time of meeting |

Q.5.
4. On-line interviews are conducted via internet where the candidate need not travel to the physical site of the interview.

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(5) Interviewer (e) Interview conducted when an employee leaves the organisation

1.c,2.d,3.e,4.a.,5.b

C. Summarize the following passage giving it a title:

(5)

Title – 1 Mark

Summary- 4 Marks