

Synoptic Solution Paper for Q. P. Code: 12169

Business Communication II (FYBMS, FYBBI, FYBAF, FYBTM, FYBIM, FYBFM)

**Total marks: 75**

**Duration: 2 ½ hours**

**Q.1. A. Fill in the blanks with suitable options. (Any Eight): [08]**

1. Notice
2. pre-planned
3. Recommendations
4. Selection
5. Committees
6. fixed
7. Group Discussion
8. Upward
9. Inquiry
10. need based

**Q.1. B. Match the following. (Any seven): [07]**

1. Motion	f. Proposal
2. Conference	g. Exchange of Views
3. Promote Sales	h. Discounts
4. Last Item in the Agenda	a. Vote of Thanks
5. Exit Interview	d. Outgoing Employee
6. Bulletins	e. Give Latest Developments
7. Appraisal Interview	b. Review of Performance
8. Skype	j. Video Chat
9. Group Communication	i. Group Discussion
10. External PR	c. Open House

**Q. 2. A. How should a candidate prepare himself for a job interview? [07]**

**ANSWER**

He should arrange his testimonials, certificates and degrees in a file or a briefcase; gather sufficient information about the organization in which he is seeking a job; be well versed in the subject in which he is qualified; have knowledge about current affairs; prepare himself to answer likely questions; be punctual; be suitably dressed; develop courage, self-confidence, determination and clarity of purpose. In short, he should prepare himself physically, mentally and psychologically.

**Q.2. B. List and explain the factors that must be considered to organize a successful Conference. [08]**

**ANSWER**

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. 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.

**Planning:** Analyze the issue and determine purpose; notify the participants; choose the subject; take care of physical arrangements etc.

**Procedure:** Introduce the issue and purpose; stimulate discussion; sort, select, and interpret the data; arrange facts; arrive at conclusions etc.

**OR**

**Q. 2. C. What is a Grievance Interview? Why should it be conducted? [07]**

**ANSWER**

When human beings interact at the place of work there are bound to be grievances and complaints. A Grievance Interview is an interview where employees discuss their difficulties and dissatisfactions with their seniors or with the Management. Such interviews act as a safety valve to give vent to bottled up emotions. They are necessary for the smooth functioning of the organization. At a Grievance Interview an 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 organizational 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.

Interviewers at a Grievance Interview should provide an appropriate physical environment; listen attentively, ask appropriate questions in an appropriate manner, analyze facts and take decisions.

**Q. 2. D. Define 'Public Relations'. List and explain any five measures to promote the external Public Relations of an organization. [08]**

**ANSWER**

Technically defined, Public Relations are the management function that evaluates public attitudes, identifies the policies and procedures of the organization, and executes a program of action to earn public understanding and acceptance.

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

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

Measures to promote the external Public Relations of an organization:

1. Through Community Relations

- Staging an Open House
- Participating in Fairs, Shows and Exhibitions
- Sponsoring cultural and sports programmes
- Screening Public Service Films
- Organizing Conferences and seminars

2. Through Media Relations

- Press
- Audio-Visual Media

3. Through internet

4. Through Corporate Social Responsibility etc.

**Q.3.A. Examinee's own expression in the specified format (07)**

**B. Examinee's own expression in the specified format. (08)**

**OR**

**C. Examinee's own expression. (10)**

**D. Examinee's own expression. (05)**

**Q.4.A. Examinee's own expression in the specified format. (07)**

**B. Examinee's own expression in the specified format. (08)**

**OR**

**C. Examinee's own expression. (07)**

**D. Examinee's own expression. (08)**

## **Q.5. Write short notes. (Any three): [15]**

### **1. Advantages of Conferences**

- Encourages, facilitates - exchange of ideas.
- Problems are studied in detail and from different perspectives.
- Offers scope for consultation.
- Employees, if allowed to participate, get motivated.
- Provides valuable experience in analyzing problems and judging between alternatives.
- Enhances the image of the organizers and the sponsors, etc.

### **2. Role of a Chairperson in a Business Meeting**

- To control the meeting and maintain discipline.
- All remarks are addressed through the Chair.
- To see that members do not interrupt each other.
- To encourage all members to participate.
- To facilitate members to reach a consensus.
- To cast a vote if consensus is not reached.
- To adhere to the Agenda.
- To work on the hidden Agenda
- To effectively manage time etc.
- To summarize the proceedings from time to time etc.

### **3. Appraisal Interview**

In an Appraisal Interview the superior officer reviews the subordinate's performance, future work plans, and personal prospects. The following matters are usually discussed at an Appraisal Interviews

- To see if the past targets and objectives have been achieved.
- To set targets and objectives for the future.
- To consider how performance can be improved.
- To clear doubts and assess the performance and inform the interviewee as to where he stands in the interviewer's estimate.
- To review and consider promotion possibilities etc.

### **4. Videoconferencing**

A videoconference (also known as a video teleconference) is a set of interactive telecommunication technologies which allows people at two or more locations to interact via two-way video and audio transmissions simultaneously. It is like an actual meeting where participants are face to face. Both the participants must be connected with a computer fitted with a camera, an Internet connection and suitable software. Satellite Video Conferencing is the method used in regions where there is little or no net connectivity. Videoconferencing is widely used for business, as well as for academic activities.

Advantages: It has made it easy and possible to reach out to experts who are often inaccessible due to time and distance constraints; it has made interaction between people from different

countries and cultures more convenient, immediate and possible; it can include media such as video clips, animations, audio and graphics; since it is a multi-pronged method of communication, understanding and retention are better etc.

A few guidelines for the participants:

- They should speak to the screen because this is what participants would see. But at the same time, they should not stare at the monitor.
- They should use their normal tone of voice, but speak a little slower than normal.
- Any kind of noise like tapping the table, sneezing, coughing, etc. should be kept to the minimum.

#### **5. Functions of the Public Relations Department of an organization**

- Press Releases
- Product Publicity
- Corporate Communication
- Lobbying
- Counseling
- In-house/Journal/ Newsletters/Brochures/ Annual Report etc.
- Staff Welfare
- Special Events
- Public Service Activities etc.

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