

Business communication Semester II

Question bank 2016-17

Q.I A and B

Define the following/ explain the terms in 02-03 sentences-

1. Interview
2. Exit Interview
3. Selection Interview
4. Appraisal Interview
5. A Report
6. Group Discussion
7. Conference
8. Committee
9. Seminar
10. Secretary
11. Webinar
12. Skype-technology
13. House Organ
14. Bulletin
15. Newsletter
16. Public Relations
17. Suggestion schemes
18. Notice
19. Agenda
20. Resolution
21. Meeting
22. Video-Conferencing
23. Quorum
24. Open House
25. Feasibility Report
26. Interviewer
27. Interviewee
28. WASP
29. AIDA
30. Crisis Management.

State whether the following statements are true or false:

- 1) Group Discussion are often used for filtering large numbering of participants.
- 2) The stress interview is conducted with the help of a stress machine.
- 3) One should never display leadership skills in Group Discussion.
- 4) People often behave differently in groups than they do as individuals

- 5) The PR Department is all about propaganda to increase sale
- 6) A company should never sponsor sporting events
- 7) A press release cannot be sent by Fax
- 8) Survey report is usually prepared in the form of memo
- 9) Never ask for samples in a letter of Inquiry
- 10) In an interview questioning is more important than listening
- 11) Interview are conducted by one person only
- 12) Resolutions are recorded in the hour book.
- 13) Chairperson keeps record of the deliberations in a meeting
- 14) Resolutions are recorded in the past tense.
- 15) Feedback from participants is desired by the organizers of a conference.
- 16) Guest speakers are sent thank you letters.
- 17) Public Relations division can act as image makers for the organization
- 18) Baseless complaints should also be considered.
- 19) The main purpose of the letter of adjustment is to settle the claim
- 20) Offering a discount is a bad sales strategy.
- 21) An oral complaint can be lodged with the consumer guidance cell.
- 22) A consumer dispute arises when the opposite party denies the allegations of the complainant.
- 23) The RTI Act came in to being in 2010
- 24) Report should be reader oriented
- 25) Order of items in the Agenda can be altered
- 26) Conference are generally expensive
- 27) Visit to sister institution fosters external public relations

Fill in the blanks choosing the best alternative from the ones given:

- 1) Participant should not bring up items which are not on the_____.(agenda/minutes/memo/ letter)
- 2) _____plays the role of a leader in a meeting. (Boss/chairperson/secretary/legal expert)
- 3) _____ refers to a list of items to be discussed at a meeting. (Agenda / resolution / decisions / notice)
- 4) _____ refers to a meeting for discussion or an exchange of views. (Groups / meetings / conference / committees)
- 5) Meetings have a _____ agenda. (fixed / indefinite / dynamic / changing)
- 6) An _____ interview is held after an employee resigns. (Selection / exit / appraisal / online)
- 7) An _____is in control of an interview. (Interviewer / interviewee / secretary / participant)
- 8) The first step in the WASP technique is _____ (welcoming / wishing / winning / wondering)

- 9) In _____ the interviewer listens instead of speaking. (Direct interview / Exit interview / non-directional interview / selection interview)
- 10) _____ are conducted by a qualified psychologist after the formal interview is over. (Exit interview / under stress interview / clinical interview / appraisal interview)
- 11) Questions which begin with 'Where', 'When', or 'who' are _____ (open questions / closed questions / mirror questions / yes / no questions)
- 12) Selection interview is also known as _____ interview. (Employment / exit / appraisal / clinical)
- 13) _____ is the list of items that are deliberated at a meeting. (Notice / agenda / resolution / memo)
- 14) A _____ committee is empowered to take management decisions. (Standing / Advisory / Executive / Ad hoc)
- 15) Participants of a conference are called _____ (members / delegates / participants / visitors)
- 16) The _____ speech sets the tone of the conference. (Keynote / welcome / presentation / valedictory)
- 17) A press release is prepared by the _____ (marketing department / production department / public relations officer / managing director)
- 18) Your attitude is generally seen in _____ (internal PR / External PR / counselling / House organs)
- 19) Crisis management is the work of _____ professionals. (Public Relation / IT / Audit / Bank)
- 20) _____ provides a personal touch which is very valuable for building goodwill. (Open house / Press conference / Fairs / Exhibitions)
- 21) In the AIDA formula, D stands for _____ (Demand / Deny / Desire / Delay)
- 22) _____ creates awareness of consumer legitimate rights. (Consumer Guidance Cell / Lawyers / Courts / Colleges)
- 23) A consumer redress letter is drafted like any _____ letter. (Complaint / sales / inquiry / RTI)
- 24) _____ are based on the findings of the Report. (Recommendations / Terms of Reference / Summary / Conclusions)

A) Match the Following.

- | ‘A’ | ‘B’ |
|-------------------|----------------------------------|
| 1) Exit Interview | a) AIDA |
| 2) Agenda | b) Visits to Sister Institutions |
| 3) External PR | c) Notice |
| 4) Internal PR | d) Keynote Speaker |
| 5) Meetings | e) WASP |

- | | |
|------------------------|----------------------------------|
| 6) Conference | f) Job Interview |
| 7) Interviews | g) Resignation |
| 8) Selection Interview | h) Resolution |
| 9) Sales Letters | i) List of items to be discussed |
| 10) Minutes | j) Image Building |

B) 'A'

- 1) Grievance Interview
- 2) OHP
- 3) Notice
- 4) Last item in the agenda
- 5) Flip Chart
- 6) Brainstorming
- 7) Rapport
- 8) Committees
- 9) Tele Conferencing
- 10) Expert Opinion

'B'

- a) Understanding
- b) Day, date, time & place
- c) Over head projector
- d) Helps to identify problems in the organization.
- e) Vote of thanks
- f) Advantage of committee meeting
- g) Members appointed or elected
- h) Online
- i) To find solutions to specific problems
- j) Presentation containing complex graph or chart

C) 'A'

- 1) Crisis Management
- 2) Promote sales
- 3) Resolution
- 4) News Letter
- 5) Appraisal Interview
- 6) Clash of egos
- 7) Under stress Interview
- 8) Group communication
- 9) Conference
- 10) Notice

'B'

- a) Formal expression of opinion
- b) By offering bargains
- c) Public Relations
- d) Review the subordinates performance
- e) Problem of group communication
- f) Specialized periodical publication
- g) Problem solving
- h) Exchange of views
- i) To put the applicant under international stress
- j) Day, date, time and place

Q.2 Short notes (Unit 1- Chapter 1 and 2)

1. Importance of non-verbal communication in a GD
2. The role of the initiator/leader in a GD
3. Group Dynamics.
4. Exit interview
5. Reprimand Interview

6. Selection (job/employment) interview
7. Appraisal interview
8. Grievance Interview
9. The interview technique WASP
10. The role of interviewee
11. The role of interviewer
12. Types of questions in an interview
13. Interview- a two way communication process.
14. Advantages and disadvantages of group communication
15. Advantages of online interviews
16. Limitations of online interviews
17. Methods of online interviews
18. Types of meetings
19. Role of secretary in a meeting
20. Importance of meeting
21. Role of chairperson in meeting
22. Role of participants in meeting
23. Purpose and conduct of a Meeting
24. Merits of a meeting.
25. Demerits of a meeting.

Q.3 Essay type Unit 1- Chapter 3 and 4

1. Explain the importance and types of committees.
2. Define committee and conference. State the difference between committee and conference.
3. Define Conference. What preparations are while organizing/hosting the conference?
4. Explain the process of hosting the conference.
5. Explain the difference between Conference and meeting and enumerate the disadvantages of a conference
6. Write a detailed note on tools used for external public relations.
7. Explain the functions of public relations department in any organization.
8. How public relations help the organizations to overcome crisis?
9. Importance of media planning in public relations.
10. Write a detailed note on tools used for internal public relations.
11. Discuss how Image Building is possible through PR.
12. Internal PR improves the bond between the employer and employees. Elaborate.
13. Define Committee. Explain the advantages and disadvantages of Committee.
14. Write a detailed note on Video and Tele-conferencing
15. Explain the responsibilities of the chairperson and participants in a conference

Q.5 Reports

- 1) There has been significant decline in the business of the urban branches of a nationalized bank. A committee of five Regional Managers has been appointed to look into the causes. Write the report recommending computerization of the branches and customer relations training for the staff.
- 2) Write a proposal made by a catering company for a mega event arranged by Jacob and Co. Ltd. on the occasion of the company's 25th anniversary.
- 3) You are the senior manager of the marketing dept. of a pharmaceutical company. The Board of Directors has observed declining morale of the staff of late. You have been asked to look into the matter and Report. Draft your Report.
- 4) You are appointed Chairperson of the Alumni Association of your college to look into the possibility of building an 'Alumni House' in your campus. This imposing structure will serve as a focal point for all alumni activities. Draft the Report with Recommendations.
- 5) A marketing company wishes to initiate advertisement through social media. Draft the business proposal
- 6) A deemed university proposes to expand its wings overseas in collaboration with one of the educational institution abroad. Draft the proposal
- 7) You are the Chairman of the committee of four students appointed by the Principal of your college to find out the reasons for the indifference on the part of the students to participate in extracurricular activities. Write a report to be submitted to the Principal with recommendations
- 8) You are the class representative of F.Y.B.Com. Your class has some grievances about the canteen facility. Draft a report to the principal of your college with recommendations to improve the facilities for the students in the canteen.
- 9) You are the Chairman of the committee of four students appointed by the Principal of your college to find out the reasons for the low academic performance of boys than girls. Write a report to be submitted to the Principal with recommendations to enhance their performance.

- 10) You are the class representative of F.Y.B.Com. Your class has some grievances regarding canteen facilities. Draft a report to the principal of your college with recommendations to improve the facilities for the students.
- 11) Draft the annual staff progress report of the Human Resource Department of Axis Bank Pvt. Ltd.
- 12) Draft a committee report on the condition of roads in Mumbai.
- 13) Draft an individual report on municipal corporation (of your own city) felling 3500 trees to widen roads.
- 14) There was fire at the ABC factory. The management has appointed you to enquire into the matter and prepare the report with recommendations.