Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: FY.BCOM	School of Commerce and Management	Department: Commerce
Course Code: CBC108R02	Course Title: Professional Communication Skills- II	Semester : II
Day: Date:	End Semester Examination	Time: 2 Hrs. Max Marks : 50

Instructions: 1) All Questions are compulsory.
2) Draw suitable diagram wherever required.
3) Figures to the right indicate full marks.

		Marks	Bloom's Level	CO
Q.1	**Answer the following (any Two)**			
a)	Your University is organizing the National Level Sports meet in November 2021. You require a lot of sports gear for various sports and games. As the Sport Coordinator, write a letter of enquiry to a dealer of sport materials regarding your requirement.(**Use Block Format**)	8	2	1
b)	Prepare the notice and agenda for a meeting of the Board of Directors of **ITC Ltd.** Also Draft minutes of the meeting with the following resolutions. (a) Procurement of raw material (b) Complaints regarding the quality of products (c) Interim report on the financial status of the company	8	2	1
c)	Department of Commerce arranged one day industrial visit on 15th April, 2021 to the nearby Ghodawat Group of Industries which includes Ghodawat Agro, Ghodawat Consumer Products, Ghodawat Foods and Ghodawat Textiles. Prepare the report of the same.	8	2	2
Q.2	**Answer the following (any two)**			
a)	State the importance and characteristics of Presentation Skills.	8	1	3
b)	What is goal setting? State different types of goal with examples.	8	1	4
c)	Discuss in detail Time Management techniques.	8	2	4

Q.3 Answer the following (any two)

a)	**TVS Motor Company Ltd.** is looking for a dynamic Sales Manager to lead the company's sales force. The sales manager will be responsible for organizing sales promotion, publicity, distribution centers and after sales service. Draft a suitable cover letter along with the résumé.	9	3	5
b)	How is the process of interview? Demonstrate manners and etiquettes maintained during an interview.	9	3	6
c)	Explain importance and factors involving Job Interview.	9	2	6

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