



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**FIRST SEMESTER – APRIL 2017**

**CO 1100- CORPORATE COMMUNICATION**

Date: 24-04-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**Part- A**

**Answer ALL the questions**

**(10 X 2=20)**

1. What is Communication?
2. What is interactive communication?
3. Define Resume.
4. Write short note on: Formal Interview
5. What is a presentation?
6. Write any four benefits of videoconferencing.
7. What is Notice?
8. What is system approach of case study analysis?
9. Write short note on: OHP.
10. What do you mean by skimming method of reading a case?

**Part- B**

**Answer any FOUR questions**

**(4 X 10=40)**

11. Write short notes on:
  - a. Seminar
  - b. E Mail
  - c. Teleconferencing
  - d. Intranet
12. What is communication barrier? Briefly discuss different barriers of communication.
13. Explain the important of visual aids for effective presentation.
14. Discuss the process of developing a written case analysis.
15. What is business letter? Draft a sample letter of cancellation of previous order.
16. List the salient features of an effective memorandum.
17. Write short notes on:
  - b. media interviews
  - c. workshop
  - b. Business etiquettes
  - d. Posture

**Part- C**

**Answer any TWO questions**

**(2 X 20=40)**

18. Discuss in details the essential of an effective communication.
19. Enumerate the importance of case study method of learning. Discuss different approaches of case study analysis.
20. What are the basic purposes of writing a report? Discuss the various classifications of reports.
21. What is minutes? Explain the various benefits of minutes of the meeting.

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