



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2017

CO 2109- CORPORATE COMMUNICATION

Date: 25-04-2017
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. Write short notes on: Video Conferencing.
3. Define interview.
4. What is meant by report?
5. What is meant by case study method of learning?
6. What is a letter of enquiry?
7. What is non-verbal cue?
8. Write a short note on: eye contact.
9. What is meant by notice?
10. What is meant by a Seminar?

Part- B

Answer any FOUR questions

(4 X 10=40)

11. Why is communication important for good relationships and effective management?
12. Draft a resume with covering letter for the post of the Asst. Manager of a large public limited company.
13. Enumerate the importance of technological advancement in business communication.
14. Discuss the chief characteristics of a good presentation.
15. What is Memo? Draft a memo to an employee who is regularly coming to office little late.
16. What is business etiquette? Discuss business etiquette rules with examples.

Part- C

Answer any TWO questions

(2 X 20=40)

17. Discuss different types of communication networks in an organization.
18. What are the objectives of job interview? Discuss the guidelines for preparation of an interviewee for appearing an interview and interviewer for smooth conduct of an interview.
19. Enumerate different types of business letter. Draft an adjustment letter that refuse customer's claim.
20. Discuss the guidelines for preparation of effective meeting. Explain essential parts in minutes of a meeting.

\$\$\$\$\$\$\$\$