



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

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

SECOND SEMESTER – NOVEMBER 2016

**CO 2109 - CORPORATE COMMUNICATION**

Date: 15-11-2016  
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. What is an interview?
4. What you mean 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 short notes on: Eye Contact.
9. What you mean by notice?
10. What is meant by 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 Assistant Manager of a public limited company.
13. What are the different types of communication networks in an organization?
14. Discuss the chief characteristics of a good business report.
15. Describe various types of Business letters with examples.
16. What is Memo? Draft a memo to an employee who is regularly coming late to the office.
17. What is business etiquette? Discuss business etiquette rules with examples.

**Part- C**

**Answer any TWO questions**

**(2 X 20=40)**

18. Discuss different types of communication networks in an organization.
19. 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.
20. Enumerate different types of business letter. Draft an adjustment letter that refuse customer's claim.
21. Discuss the guidelines for preparation of effective meeting. Explain essential parts in a minutes of a meeting.

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