LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – NOVEMBER 2012

# CO 1100 - CORPORATE COMMUNICATION

Date : 03/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**Section A**

**Answer all questions: (10 x 2 = 20)**

1. What is the process of communication?
2. What is evaluative listening?
3. What are the advantages of telephone?
4. State any three limitations of oral communication.
5. What are the objectives of communication?
6. List any three modern means of communication.
7. What is meant by public space language?
8. What are the three P’s of sales correspondence?
9. What is a minute?
10. How is a reference different from testimonials?

**Section B**

**Answer any five Questions: (5 x 8 = 40)**

1. Write a note on a) semantic barriers b) closed mind.
2. “Writing an e-mail is no different from writing a business letter”- Discuss.
3. Explain the steps and principals of preparing reports.
4. Explain the five star strategy of planning presentation.
5. Draft a suitable reply of poor performance of music system supplied by you.
6. “The future of a collection letters is not merely to collect dues, but to collect them painlessly”- discuss
7. Mention the objectives of sales letters.
8. Draft a sales letter to promote the sales of earth quack insurance policy.

**Section C**

**Answer any two Questions: (2 x 20 =40)**

1. Make an unsolicited offer to Big Bazaar undertaking to offer a regular supply of a variety of women Cosmetics.
2. Draft an application letter for the post of Chief Executive officer to Reliance ltd, Chennai.
3. Draft the minutes of a meeting of Ford Company, Chennai, at which the following were taken: a) purchase of new land b) Appointment of directors c) workers day celebration d) any other business matters.

\*\*\*\*\*\*\*\*\*