

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



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

**FIRST SEMESTER – NOVEMBER 2013**

**CO 1100 - CORPORATE COMMUNICATION**

Date : 07/11/2013

Dept. No.

Max. : 100 Marks

Time : 1:00 - 4:00

**Section A**

**Answer all questions**

**(10 x 2 = 20)**

1. How is communication a social activity?
2. What details are usually mentioned under personnel data in the bio- data?
3. State any three importance of oral communication?
4. What do you mean by body language?
5. Write short note on pause in speech?
6. How does culture affects communication?
7. State any three features of Internet.
8. Mention any three objectives of sales letters.
9. Why is a written report preferred to be an oral report?
10. What is Agenda?

**Section B**

**Answer any five Questions**

**(5 x 8 = 40)**

11. What are the demerits of formal channel of communication?
12. What do you understand by status? How it helps in smooth flow of communication?
13. What are the various types of business reports?
14. Explain the 7C's in Communication.
15. Draft a suitable reply to a customer who has complained about the poor service of lap tops supplied by you.
16. 'The tone of a collection letter should be friendly' – explain and illustrate.
17. Mention the advantages of writing circular letters.
18. Draft a sales letter to promote the sale of some new cosmetics exclusive for men.

**Section C**

**Answer any two Questions**

**(2 x 20 =40)**

19. You have received a letter from Vasi India Ltd, Chennai, reminding you to settle a claim of Rs 20 lakhs immediately. Draft a suitable replay requesting for extension of the term and suggesting payment in installments
20. Draft an application letter for the post of Marketing Manager to West Side, Chennai.
21. Draft the minutes of a meeting of Audi Motors, Chennai, at which the following were taken:  
a) launch of new edition b) Appointment of vice president c) Discount for festival d) any other business matters.

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