



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2018

CO 2109- CORPORATE COMMUNICATION

Date: 28-04-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part- A

Answer ALL the questions

(10 X 2=20)

1. Define Communication.
2. What is Kinesics?
3. What is meant by interview?
4. What is a Report?
5. What is salutation?
6. Write a note on: Media Management
7. What is interpersonal speaking?
8. Define Memo.
9. What is meant by a Conference?
10. Write a short note on: Eye Contact.

Part- B

Answer any FOUR questions

(4 X 10=40)

11. Briefly explain the barriers of Communication.
12. Discuss the important characteristics of a good presentation.
13. Draft a resume with covering letter for the post of the Audit Assistant of AMT Ltd.
14. Discuss the chief characteristics of a good business report.
15. What is business etiquette? Discuss business etiquette rules with examples.
16. What preparation should an interviewee adopt before appearing for a job interview?
17. Draft a layout for a formal business letter.

Part- C

Answer any TWO questions

(2 X 20=40)

18. Discuss the different types of communication networks in an organization.
19. Enumerate the importance of case study method of learning. Discuss different approaches of case study analysis.
20. What is an Agenda? Explain the purpose of writing an agenda for a meeting.
21. Write-down the guidelines for preparation of effective meeting. Explain essential parts in minutes of a meeting.
