



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com.DEGREE EXAMINATION –CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2019

CO 2109– CORPORATE COMMUNICATION

Date: 11-04-2019
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part- A

Answer ALL the questions

(10 X 2=20)

1. Define the term Communication.
2. What is interactive communication?
3. Define Resume.
4. What is a Formal Interview?
5. What is a letter of enquiry?
6. What is e-mail?
7. What is Memo?
8. What is a system approach of case study analysis?
9. What is Video Conferencing?
10. What do you mean by skimming method of reading a case?

Part- B

Answer any FOUR questions

(4 X 10=40)

11. Why is communication important for good relationships and effective management?
12. Explain the barriers of Communication.
13. Enumerate the importance of technological advancement in business communication.
14. Discuss the process of developing a written case analysis.
15. What is business etiquette? Discuss business etiquette rules with examples.
16. List the salient features of an effective memorandum.
17. Discuss the impact of Technological advancement on Business Communication.

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 interview? Explain different types of interviews.
20. What are the basic purposes of writing a report? Discuss the various classifications of reports.
21. Explain the various guidelines for an effective presentation. Discuss the impact of visual support for business presentation.
