



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

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIRST SEMESTER – APRIL 2014**

**CO 1100 - CORPORATE COMMUNICATION**

Date : 28/03/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART –A**

**ANSWER ALL THE QUESTIONS:**

**(10 x 2 = 20)**

1. Define “communication”
2. What is stress interview?
3. Define “job application”.
4. Differentiate between conference and seminar
5. What is a business letter?
6. What is a report?
7. What are the elements of presentation?
8. Mention any two merits of presentation?
9. What is a group discussion?
10. What is case analysis?

**PART - B**

**ANSWER ANY FOUR QUESTIONS:**

**(4 x 10 = 40)**

11. Explain the characteristics of communication.
12. Explain the components of a business letter.
13. Write in detail the advanced visual supports that help in making presentation effective
14. Explain the 7Cs of communication
15. What is the process of planning and execution of the meeting?
16. Explain in detail with pictorial representation the two way process of communication
17. You have received an order from Dress land, Belgium for different varieties of men’s and women’s dresses. Write a letter to the customer giving the time and mode of shipment. Also mention the mode of payment you prefer.

**PART - C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 20)**

18. a. Elucidate the barriers of communication  
b. You have received an order for the supply of stationery worth Rs.36,000 from one of your retail dealers, but they already owe you Rs.15,000 payable 3 months. Write a letter seeking a settlement of accounts before executing the present order
19. Write in detail the impact of technological advancements on business communication
20. Explain the classification of communication.
21. Describe the communication structure in organisation.

\*\*\*\*\*