



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2014

CO 2109 - CORPORATE COMMUNICATION

Date : 02/04/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART - A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20)

1. What are business etiquettes?
2. Differentiate between CV and Resume.
3. What is case analysis?
4. What is of linear model of communication?
5. Define “presentation”
6. What is the process of conducting an interview?
7. What is a business letters?
8. Define “communication”.
9. What is encoding?
10. What is Conciseness in 7C’s of communication?

PART - B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40)

11. Explain the various components of resume.
12. Explain in detail with pictorial representation the two way process of communication
13. Write in detail the role of leader and role of participant in group discussion
14. Write a memo to Office Attender Mr.Simbu seeking explanation regarding :
 - a. Reporting late to the college by 15 minutes every day in spite of oral warning several times.
 - b. A computer was misplaced during a college event from the department when he was assigned to look after the department
15. Explain the advanced visual aids for making effective presentations effective.
16. Draft a letter placing an order for certain goods which you reserve the right to reject if delivered after more than 5 days of the date of order. State that they are to be sent by parcel post.
17. Write in detail the elements of a long report.

PART - C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Elucidate in detail the process of designing a presentation
19. Write in detail the impact of technological advancements on business communication
20. Draft the letters according to the furnished information
 - a. M/s Hiremath Bros wish to place an order with National Paints Co Ltd for a few types of paints, varnish and mixers. Prepare an order for them mentioning that the tins should be sent by passenger train, carriage forward, to your station, where you will collect them. Mention also the method of payment
 - b. Mr. V.N. Dinesh has received, in damaged condition, the doll that he had ordered for birthday presentation to his daughter. Expressing his disappointment, he writes to the seller- The kidstore asking for replacement.
21. Detail the classification of communication.
