



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

SECOND SEMESTER – APRIL 2015

CO 2109 - CORPORATE COMMUNICATION

Date : 20/04/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

ANSWER ALL THE QUESTIONS

(10x2=20marks)

1. What is the meaning of communication?
2. What do you mean by decoding?
3. What is a solicited application letter?
4. Define interview.
5. What is an intranet?
6. How do you prepare a memo?
7. What is the meaning of case analysis?
8. Who is called a chairperson?
9. What do you mean by business etiquette?
10. What is a "workshop"?

PART-B

ANSWER ANY FOUR QUESTIONS

(4x10=40marks)

11. What are the purposes of communication?
12. Describe the role of the group leaders and participants in group discussion.
13. What points should be avoided while having group discussion?
14. How will you layout the business letter?
15. List out the characteristics of a good report.
16. How will you prepare for an interview?
17. Explain minutes of a meeting and draft a specimen copy.

PART - C

ANSWER ANY TWO QUESTIONS

(2X20=40marks)

18. What are the types of communication?
19. A) List out the general rule for writing a job application letter.
B) How will the interviewee face the interview?
20. You have received a big order for shoe socks of various sizes and colours, but you are unable to execute it in time owing to certain difficulties write to the customers asking for extension of time. The customer is willing to grant extension of time up to a certain date. Draft both the letters.
21. Describe the duties of the chairperson and members in the meeting.
