



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

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**SECOND SEMESTER – APRIL 2016**  
**CO 2109 - CORPORATE COMMUNICATION**

Date: 26-04-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**Part- A**

**Answer ALL the questions**

**(10 X 2=20)**

1. Define Communication.
2. What is Kinesics?
3. Define Interview.
4. Write short notes on: e-mail.
5. What is Memo?
6. State any four objectives of reports.
7. What is empathy?
8. What is decision approach of case study analysis?
9. What is Press Conference?
10. What is meant by business etiquettes?

**Part- B**

**Answer any FOUR questions**

**(4 X 10=40)**

11. Discuss the 7Cs of communication with respect to business letters.
12. Explain the guidelines for an interviewer in effective conduct of an interview.
13. Define the term Resume. How is a resume different from curriculum vitae?
14. Draft an application for the post of the Accountant of a large public limited company.
15. Explain the importance of technological advancement in business presentation.
16. Define the term Meeting. Explain the various types of meeting
17. Write short notes on:
  - a. Media Management
  - b. Press Conference
  - c. Workshop
  - d. Intranet

**Part- C**

**Answer any TWO questions**

**(2 X 20=40)**

18. Explain in details the classification of communication barriers with suitable examples.
19. List and explain the various kinds of interviews. Write a critical note on the do's and don'ts for an interview.
20. What are the principles of an effective report? Discuss the various classifications of reports.
21. Explain various elements of effective presentation. Discuss the impact of visual support for business presentation.