



34

IV Semester B.Com. Examination, May 2016  
(Semester Scheme) (Repeaters)  
(2013 – 14 and Onwards)  
COMMERCE

Paper – 4.2 : Part – B : Corporate Communication

Time : 1 ½ Hours

Max. Marks : 50

**Instruction** : Answer should be written in **English only**.

SECTION – A

Answer **any ten** sub-questions of the following. **Each** sub-question carries **two** marks.

(10×2=20)

1. a) What do you mean by Corporate Communication ?
- b) What is the object of interview ?
- c) Mention any two advantages of effective secretarial correspondance.
- d) What do you mean by transfer of shares ?
- e) Give the meaning of office note.
- f) What do you mean by inter departmental communication ?
- g) What is laptop ?
- h) What is teleconference ?
- i) What is Electronic storage device ?
- j) What do you mean by showcase notice ?
- k) What is event management ?
- l) State any two functions of Public Relations.

P.T.O.



SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. **(3×10 = 30)**

2. Draft a termination letter from H.R. Manager of a company to the candidate by stating the valid reasons for termination.
  3. Draft an office order regarding transfer of an employee from Head office to take over the charge of their independent business unit.
  4. Explain the advantages and disadvantages of E-commerce.
  5. Explain briefly the process of Public relation.
-