IV Semester B.Com. Examination, April/May 2015
(Semester Scheme) (F + R) (2013-14 and Onwards)
COMMERCE
Paper – 4.2 : Part – B – Corporate Communication

Time : 1\frac{1}{2} Hours

Max. Marks : 50

SECTION – A

Answer any ten sub-questions from the following. Each question carries two marks. (10×2=20)

1. a) What do you mean by reference letter?
   b) What is Layoff?
   c) What is downward communication?
   d) Give the meaning of unsolicited application.
   e) State any two occasions of giving public notice.
   f) State any two purpose of issuing a memo.
   g) What do you mean by office circulars?
   h) What do you mean by Word Processing?
   i) State any two advantages of Mobile Phones.
   j) Give the meaning of Laptops.
   k) Expand IRC.
   l) State any two objectives of Media Management.

SECTION – B

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

2. Draft an invitation for launching of a new product by Maruthi Udyog Ltd.

3. Write a draft to a Director to attend a Board Meeting at which an important agenda has to be discussed.

4. Discuss the Merits and Demerits of E-mail.

5. Discuss public relations activities.