

**COM 105.1**

**Reg. No. ....**

**CREDIT BASED FIRST SEMESTER B.Com.DEGREE EXAMINATION  
OCTOBER 2012  
CORPORATE COMMUNICATION**

**Time: 3 Hrs**

**Max. Marks: 80**

**SECTION – A**

**Answer any THREE questions:**

**3X20=60**

1. Define Corporate Communication. What are its objectives?
2. Explain the various types of communication.
3. Draft a letter to M/S Manasi & Co., Bangalore enquiring about the availability of certain varieties of Steel Furniture for all purposes and their terms of sale. Also write a reply to the enquiry furnishing all the details about the steel furnitures.
4. Draft a report of a committee appointed to investigate the possibility of opening a branch of a co-operative bank in Mangalore.

**SECTION – B**

**Answer any THREE questions:**

**3X5=15**

- 5.
6. Explain briefly verbal communication with suitable examples between formal and informal indicate the differences communication.
7. Place an order for a large quantity of sweets for your retail shop for forthcoming Deepavali Festival. Ask for a discount and specify the packing and mode of transport.
8. Write a letter on behalf of Ocean Paints Ltd., Mangalore asking a candidate to appear for an interview for the post of accountants assistant.

**SECTION – C**

**Answer all the questions:**

**5X1=5**

9. What are paralanguage?
10. Expand the term FOR and CWO.
11. What is 'Concreteness' in Communicating?
12. What is meant solicited enquiry?
13. What is meant by multimedia?

\*\*\*\*\*

COM 105.1

Reg. No. ....

CREDIT BASED FIRST SEMESTER B.Com. DEGREE EXAMINATION OCTOBER 2013

COMMERCE

CORPORATE COMMUNICATION

Time: 3 Hrs

Max. Marks: 80

**SECTION – A**

**Answer any Three questions:**

**3X20=60**

1. Explain the 7 'C' s of communication.
2. Define Business Communication. What are its objectives?
3. a) Mr. V. N. Ambedkar has received, in damaged condition, the doll he had ordered for birthday presentation to his daughter. Expressing his disappointment, he writes to the seller asking for its quick replacement. Draft the letter. **(10 marks)**  
b) Draft a reply to a complaint letter for goods damaged in transit where the seller is offering a partial adjustment. **(10 marks)**
4. a) Write a note on 'Communication Media' analysing the various types of media. **(10 marks)**  
b) Draft a report from the market research committee of a Textile Company in Mumbai on the failure of the readymade garments in the market. **(10 marks)**

**SECTION – B**

**Answer any Three questions:**

**3X5=15**

5. Explain the different parts of a business letter.
6. What is a Project? What are the objectives of preparing a project report?
7. Write a letter to an applicant Ms. Manya intimating her the appointment for the post of 'Assistant Accountant' in your company at Bengaluru and the terms of appointment.
8. Draft a letter to Mysore Sales Ltd., Palace Road, Mysore asking for quotation and catalogue of their school shoes and bags. Also enquire the discount, mode of payment and credit facility.

**SECTION – C**

**Answer all the questions:**

**5X1=5**

9. What is GRAPEVINE?
10. What is Teleconferencing?
11. Differentiate verbal and non-verbal communication.
12. Mention any two audio-visual aids used in presenting a report.
13. What is meant by 'claim' in a letter of complaint?

\*\*\*\*\*

**CREDIT BASED FIRST SEMESTER B.Com. DEGREE EXAMINATION OCTOBER 2014  
COMMERCE**

**CORPORATE COMMUNICATION**

**Time: 3 Hrs**

**Max. Marks: 80**

**SECTION – A**

**Answer any Three questions:**

**3×20=60**

1. What is meant by business communication? Explain the objectives of communication.
2. Explain how the following communication technology helps the Modern Corporate houses:
  - a) Computers
  - b) Voice Mail
  - c) Tele conferencing
  - d) Video conferencing
3. As a company secretary, draft a precise monthly report for consideration of the Board indicating the office attendance and discipline and also the need for replacement of many old computers.
4. Write a letter of application (with C.V.) to the following advertisement.  
“Wanted an Accounts Assistant for a business house in Mangalore; knowledge of computerized accounting is essential. Apply giving particulars of qualification, experience, salary expected etc., to Box No.222, the Daily Times, Mangalore.

**SECTION – B**

**Answer any Three questions:**

**3×5=15**

5. What is a Grapevine Communication? Distinguish between the Formal and Grapevine Communication.
6. ‘Mobile phones are as essential as computers in the present corporate world’. Elaborate.
7. Draft an appointment letter to Mr. Raj Mohan, Mangalore intimating his appointment as ‘Assistant Manager – Production’ and the terms of appointment.
8. With reference to an advertisement in ‘The Economic Times’, write a letter to Chennai Steel Co. Ltd. enquiring the prices, terms of sale etc.

**SECTION – C**

**Answer all the questions:**

**5×1=5**

9. What is completeness in Corporate Communication?
10. Expand C.O.D & C.W.O used in business letters.
11. Give the meaning of Diagonal Communication.
12. What is meant by ‘Guided Discussions’?
13. State the meaning of Statutory Reports.

\*\*\*\*\*

COM 105.1

Reg. No. ....

**CREDIT BASED FIRST SEMESTER B.Com. DEGREE EXAMINATION  
OCTOBER 2015  
COMMERCE  
CORPORATE COMMUNICATION**

**Time: 3 Hrs**

**Max. Marks: 80**

**SECTION – A**

**Answer any THREE questions:**

**3×20=60**

1. What are the objectives of effective communication? Explain the process of communication.
2. Describe the various channels of communication.
3. Draft an application for the post of an office assistant in a local company furnishing your Bio-Data. Mention that you know accounting software and also have an office experience of 2 years.
4. Explain the importance of oral and written communication.

**SECTION – B**

**Answer any THREE questions:**

**3×5=15**

5. Distinguish between teleconferencing and video conferencing.
6. Explain the seven C's of effective communication.
7. The stationery articles you have received are of inferior quality. Draft a letter to the dealer highlighting the complaints of your customers and suggestions to adjust it.
8. Draft a letter to Mysore Toys Ltd., Palace Road, Mysore asking for quotation and catalogue of their toys and fancy goods. Also enquire about the terms and conditions.

**SECTION – C**

**Answer all the questions:**

**5×1=5**

9. What is a Curriculum Vitae?
10. Give the meaning of Facsimile.
11. State the types of presentations.
12. What is grapevine communication?
13. What is meant by 'controlling function' of corporate communication?

\*\*\*\*\*

COM 105.1

Reg. No. ....

**CREDIT BASED FIRST SEMESTER B.Com. DEGREE EXAMINATION  
OCTOBER 2016  
COMMERCE  
CORPORATE COMMUNICATION**

Time: 3 Hrs.

Max. Marks: 80

**SECTION – A**

Answer any **THREE** questions:

3×20=60

1. Define Business Communication. Explain the objectives of communication.
2. Explain the various types of communication.
3. a) Write a letter to Leo Furniture, Udipi ordering for the Steel Furniture for office and home. Mention that they should be send by truck to your office at Mangaluru specifying the method of payment. (10 marks)  
b) Draft a reply from Leo Furniture, Udipi to the above letter accepting the order and mentioning the terms of sale. (10 marks)
4. a) Define a Report. Explain different types of reports. (10 marks)  
b) Write a report from the secretary to the Directors of a Company regarding the declining sales of company's Refrigerators for the past three years with suggestions to promote them. (10 marks)

**SECTION – B**

Answer any **THREE** questions:

3×5=15

5. Briefly explain the process of communication.
6. Write a note on 'Space language'.
7. On behalf of Hidustan Co. Pvt. Ltd., Bengaluru, draft a letter asking a candidate to appear for an interview for the post of 'Production Manager'.
8. Draft a reply to a complaint letter for goods damaged in transit where the seller is offering a partial adjustment.

**SECTION – C**

Answer all the questions:

5×1=5

9. What is unsolicited enquiry?
10. What is meant by Video-conferencing?
11. State any two barriers to effective communication.
12. Mention any two kinds of business presentation.
13. What is meant by CIF price?

\*\*\*\*\*