



MS – 377

-32-

IV Semester B.Com. Examination, May/June 2014
(Fresh) (2013-14 and Onwards)

COMMERCE

Paper 4.2 : (Part – B) – Corporate Communication

Time : 1½ Hours

Max. Marks : 50

SECTION – A

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

1. a) Mention the broad areas of Corporate Communication.
- b) Mention any four particulars stated in an appointment letter.
- c) State any four grounds for termination of services of an employee.
- d) Give any two categories of secretarial correspondence.
- e) Mention any four situations in which memos may be written.
- f) Define public relation.
- g) State the occasions for holding a press conference.
- h) Expand :
 - i) PBX
 - ii) PABX.
- i) Give any two advantages of TELEX.
- j) Write a note on 'SMS'.
- k) Write a note on 'CCTV'.
- l) Mention any two advantages and two disadvantages of using a fax.



P.T.O.



SECTION – B

Answer **any three** questions from the following. **Each** question carries **ten** marks.

(3×10=30)

2. What is E-Mail ? Describe its advantages and dis-advantages (four each).
 3. Draft a proforma letter for calling candidates for a test, group discussion and interview for selection of management trainees.
 4. As company secretary of Grow-well Ltd., write a letter to Mr. Prudent, a shareholder who has inquired whether the company will declare the same dividend this year and did for the previous year.
 5. Draft an 'office circular' informing change of office timings of your company.
-