



SA – 755

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**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 : 1½ 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.
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