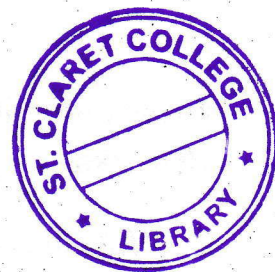




US – 476

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IV Semester B.Com. Examination, May 2017
(Semester (Repeaters) Scheme)
(2013-14 and Onwards)
COMMERCE



Paper – 4.2 : Corporate Communication (Part – B)

Time : 1½ Hours

Max. Marks : 50

Instruction : Answer the questions as per the directions given.

SECTION – A

1. Answer **any ten** of the following sub-questions. **Each** correct answer carries **two** marks. **(10×2=20)**
- a) Give the meaning of E-mail.
 - b) What is a charge sheet ?
 - c) State the meaning of dividend warrant.
 - d) What is audio conferencing ?
 - e) Write the meaning of Interview.
 - f) What is photocopying ?
 - g) Write the meaning of corporate brand building.
 - h) What is debenture ?
 - i) Write four objectives of using internal memos.
 - j) Define public relations.
 - k) List any two types of termination orders.
 - l) What do you mean by forfeiture of shares ?

P.T.O.



SECTION - B

Answer **any three** of the following questions. **Each** correct answer carries **10 marks.**

(3×10=30)

2. Write the company Secretary's reply to a protest from a shareholder about low dividends.
 3. As a Manager (HR), draft a memo to be given to an employee, who did not accept the deputed work.
 4. Write a letter to an applicant, informing him of his appointment for the post of Junior Accountant in your company.
 5. Write short notes on :
 - i) Event Management
 - ii) Mobile phones.
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