



SM – 486

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IV Semester B.Com. Examination, May/June 2018
(2013 – 14 & Onwards) (Repeaters)
COMMERCE

Paper – 4.2 : Corporate Communication (Part – B)

Time : 1½ Hours

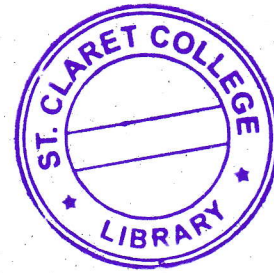
Max. Marks : 50

Instruction : Answers should be completely in **English**.

SECTION – A

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

- What is charge sheet ?
- What is job letter ?
- What is multimedia ?
- Write the advantages of telex service.
- What is duplication process ?
- Define public relations.
- Which documents are asked for transmission of shares ?
- What is audio conferencing ?
- What do you mean by show cause notice ?
- What is online marketing ?
- What is E-mail ?
- What is memo ?



SECTION – B

Answer **any three** of the following. **Each** correct answer carries **10** marks. (3×10=30)

- Draft a letter to Miss. Mythiraj IV Block Jayanagar, Bangalore informing about her selection for the post of Accountant.
- Write memo to Kashyap Maharaj an accountant for his negligences.
- Write a circular letter to share holders regarding proposed issues of bonus shares.
- Write short notes on :
 - E-commerce
 - Laptops.