

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086
(For candidates admitted during the academic year 2019-2020 and thereafter)

SUBJECT CODE: 19AF/MC/FC43

B.COM (ACCOUNTING & FINANCE) DEGREE EXAMINATION APRIL 2021
ACCOUNTING AND FINANCE
FOURTH SEMESTER

COURSE : MAJOR CORE
PAPER : FINANCIAL COMMUNICATION
TIME : 90 MINUTES

MAX MARKS: 50

Section - A

ANSWER ALL THE QUESTIONS

(7x 2 =14)

1. What is Financial Communication?
2. Write short note on Blackout Period.
3. What do you mean by Reverse Roadshow?
4. Bring out the Roles of Financial Analyst.
5. Who is a SRI?
6. Mention any two Importance of Financial Communication in Online World.
7. What are the stakeholders expectations in FC & IR?

Section - B

ANSWER ANY TWO QUESTIONS

(2 x 8 =16)

8. Briefly explain the Principles of Financial Communication.
9. What are the Skills required for Investor Relations officer?
10. Enumerate the various forms of Financial and Digital Communication.

Section - C

ANSWER ANY ONE QUESTION

(1 x 20 =20)

11. Explain in detail about the Disclosure of Periodic Information.
12. Elucidate the Financial Marketing and Targeting Process.