

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019-20 and thereafter)

COURSE CODE: 19AF/MC/FC43

B.COM. DEGREE EXAMINATION - APRIL 2022
ACCOUNTING AND FINANCE
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : FINANCIAL COMMUNICATION
TIME : 3 HOURS **MAX. MARKS: 100**

Section A

Answer ALL the questions: **(10 x 2 = 20)**

1. Define the term ‘Financial Communication.’
2. Mention the means of communicating Financial Information.
3. What is meant by Profit Warnings?
4. State the importance of RTI.
5. What are “Passive” Funds?
6. Write a note on ‘Roadshows.’
7. Why is Financial Communication important in the online world?
8. Who is an Independent Analyst?
9. Why should companies communicate about CSR to stakeholders?
10. “Socially Responsible Investors represent a paradigm shift” – Comment.

Section B

Answer any FIVE questions: **(5 x 8 = 40)**

11. Enumerate the notions of information in Financial Communication.
12. Describe the Events associated with a Company’s Business.
13. “In the course of its business, the issuer is exposed to various types of risks and litigation” – Interpret.
14. Explain the targets for Investor Relations.
15. “Levels of evaluation serves as a standard operating procedure in the measurement and evaluation of investor relations activities” – Elucidate.
16. How does a company establish and maintain relations with Financial Analysts and Investors?
17. Bring out the expectations of different types of Stakeholders towards the company’s ethical framework in Financial Communication.

Section C

Answer Any TWO questions: **(2 x 20 = 40)**

18. Explain in detail the Principles of Financial Communication.
19. Explain the role of Financial Analysts in Financial Communication. Describe the different types of Financial Analysts.
20. Write a detailed note on Disclosure of Annual and Half-Yearly Results.
21. How does a company use Financial and Digital platform to communicate with the Financial Community? How does the investor relations officer provide management with feedback on Market Perception?
