

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 2023
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 Financial Communication.
2. What is Financial Communication Language?
3. What do you mean by risk?
4. State the meaning of litigation.
5. What is meant by financial marketing?
6. What do you mean by feedback on market perception?
7. Mention the reasons for the importance of financial communication in the online world.
8. Who is an Independent Analyst?
9. List any two skills required to be a successful investor relations officer.
10. Who are stakeholders?

Section B

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

11. Briefly explain the concept of information in Financial Communication.
12. Describe the Events Affecting Shareholding Structure.
13. Write notes on Rumours and Leaked Information.
14. Explain the procedure for the implementation of financial communication.
15. Elucidate the procedure for measuring financial communication activities.
16. Discuss in brief the concept of Corporate Social Responsibility.
17. Briefly describe the Right to Information Act.

Section C

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

18. State and explain various Principles of Financial Communication.
19. Discuss in detail the Issues Management in Investor Relations and Financial Communication
20. Explain in detail the events associated with a company's business
21. Describe in detail the role of Financial Analysts in Financial Communication.
