

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

**B.COM. DEGREE EXAMINATION - APRIL 2024**  
**ACCOUNTING AND FINANCE**  
**FOURTH SEMESTER**

**COURSE : MAJOR – CORE**  
**PAPER : FINANCIAL COMMUNICATION**  
**SUBJECT CODE : 19AF/MC/FC43**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION A**

**Answer ALL the questions:**

**(10 x 2 = 20)**

1. What is Financial Communication?
2. Write a short note on Ongoing information.
3. What is meant by Disclosures of periodic information?
4. List the types of litigation.
5. Write a note on Financial communication calendar.
6. What is internal approval process?
7. What is meant by CSR?
8. What do you mean by the term RTI?
9. Who is a Financial analyst?
10. Who is an investor?

**SECTION B**

**Answer any FIVE questions:**

**(5 x 8 = 40)**

11. Discuss the Financial Communication Language.
12. Explain the Principle of Consistency.
13. Enumerate the components of Annual financial reports.
14. Explain Rumours and Leaked information rumours.
15. Give an overview on the Right to Information Act.
16. Explain the *skills required* to become a *successful Investor Relations Officer*.
17. How is feedback on Market Perceptions received by the Management?

**SECTION C**

**Answer Any TWO questions:**

**(2 x 20 = 40)**

18. Elaborate the Principles of Financial Communication.
19. Explain the Events affecting the shareholding structure.
20. Highlight the importance of Financial and Digital communication.
21. Discuss the different types of Analysts and their role in Financial communication and Investor Relations.

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