

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-2012 and thereafter)

SUBJECT CODE: 11CM/MC/OC54

B.Com. DEGREE EXAMINATION NOVEMBER 2016
COMMERCE
FIFTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS: (10x3 = 30)

1. Explain kinesics.
2. What is a gesture?
3. Explain voice mail.
4. List any three merits of using Fax.
5. What is pincode?
6. Explain Pneumatic Tubes.
7. Give reasons as to why meetings misfire.
8. Give examples of audio visual aids.
9. What are special reports?
10. What is primary data?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. List the merits of written communication.
12. How can we improve our listening skills?
13. “Writing an email is no different from writing a business letter”. Elucidate.
14. Explain the various categories of telephone and their role in oral communication.
15. What is the procedure to be followed in handling incoming mails?
16. Explain the measures to be taken, in order to ensure successful conduct of meetings?
17. Mention the characteristics of a good report.

SECTION – C

ANSWER ANY TWO QUESTIONS: (2x20 = 40)

18. How can oral communication be made effective?
19. Briefly explain the various uses of Internet for business purpose.
20. What are the services rendered by the Indian Postal department?
21. Outline the steps involved in preparing a report.
