

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**END-OF-SEMESTER EXAMINATIONS: NOVEMBER2023****B.com FINANCE****MAXIMUM MARKS: 70****SEMESTER V****TIME : 3 HOURS****PART - III****EXECUTIVE COMMUNICATION AND INFORMATIVE SECURITY
SECTION - A (10 X 1 = 10 MARKS)****ANSWER THE FOLLOWING QUESTIONS.****MULTIPLE CHOICE QUESTIONS.****(K1)**

1. Communication is a _____.
 - a) One way process
 - b) Two way process
 - c) Three way process
 - d) Four way process
2. A Letter of enquiry may be connected to _____.
 - a) Sales
 - b) Status
 - c) Both (A) and (B)
 - d) (A) or (B)
3. _____ can work as a banking correspondent.
 - a) Individuals
 - b) NGO's
 - c) Micro finance Institution
 - d) All of the above.
- 4 Expand TCP _____
 - a) Technical common Process
 - b) Transmission Central Protocol
 - c) Total control process
 - d). None of the above.
5. SQL is an injection attack in which _____ code is inserted into strings that are passed to an instance of SQL server.
 - a) Malicious
 - b) redundant
 - c) Clean
 - d) non - malicious

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES**(K2)**

6. What is Communication?
7. State the meaning of trade letters.
8. Tell is Banking Correspondence?
9. What is dumpster Diving?
- 10 What do you mean by Steganography?

SECTION – B (5 X 4 = 20 MARKS)**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K3)**

11. a) Explain the need and Functions of Business Letter ?

(OR)

- b) Show the essentials of effective Business Letter?

12. a) Write a Circular letter regarding important announcements about company to the employees?

(OR)

- b) Explain the Characteristics of Complaints?

(CONTD 2)

13. a) Explain the important aspects of correspondence with customers .

(OR)

b) Write down the features of Insurance correspond.

14. a) Show the types of protocol.

(OR)

b) Discuss the basics of Internet.

15. a) Write short notes on : a)Cross site forgery

b) Cross site scripting

(OR)

b) Determine the types of network security?

SECTION - C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS (16th QUESTION IS COMPULSORY) (K4/ K5)

16. Narrate the barriers to communication.

17. Draft a sales letter for a washing machine.

18. Describe the forms and contents of an application letter.

19. Elaborate the functions of insurance correspondence.

20. Describe the components of communication system.

21. Elucidate the major characteristics of computer forensics.

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