

(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2023 ONLY)

23UCF513

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**  
**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2025**  
**B.Com.-FINANCE** **MAXIMUM MARKS: 75**  
**SEMESTER: V** **TIME : 3 HOURS**

**PART – III**

**EXECUTIVE COMMUNICATION & INFORMATION SECURITY**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**MULTIPLE CHOICE QUESTIONS.**

**(K1)**

1. Which of the following is not a type of business letter?  
a. Business enquiry    b. Sales letter    c. Quotations    d. Reference letter
2. A ----- letter should be organized like sales letter.  
a. Resume            b. Curriculum vitae    c. Application letter    d. All the above
3. Fire insurance \_\_\_\_\_.  
a. Covers risk of loss    b. Prevent loss    c. Increases loss    d. Increase closing stock
4. What layer in the TCP/IP stack is equivalent to the Transport layer of the OSI model?  
a. Application            b. Host to host    c. Internet            d. Network Access
5. Network layer firewall works as a \_\_\_\_\_.  
a. Frame filter            b. Packet filter    c. Content filter    d. Virus filter

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

**(K2)**

6. Define communication.
7. What is a circular letter?
8. Explain the terms of proposal and premium.
9. What is TCP?
10. Define web security.

**SECTION – B**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Discover the types of communication .  
**(OR)**  
b) Illustrate the essentials of effective communication.
12. a) Draft a general sales letter for promoting the sale of Ice creams.  
**(OR)**  
b) Draft a letter to complain on wrong billing of telephone charges.

**(CONTD.....2)**

13.a) Write a letter to inform the customer about the maturity of a policy.

(OR)

b) Draft a letter from a bank to its customer acknowledging the receipt of bills for collection.

14.a) List out the various types of transmission .

(OR)

b) Explain the goal of information system.

15.a) Describe Window security .

(OR)

b) Explain authentication in the context of network security.

**SECTION – C**

**(5 X 8 = 40 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(K4 (Or) K5)**

16. a) Discuss the layout of a business letter.

(OR)

b) Analyze the various barriers of communication.

17. a) Construct a announcing the opening of a new branch.

(OR)

b) Document a letter of complaint on the theft of a motor cycle.

18. a) Write a letter to a candidate, inviting him to attend an interview for a temporary position at your branch for a period of twenty one days. Assume that you are the branch manager with the authority to make the appointment for this duration.

(OR)

b) Outline a letter to a policy-holder opting to surrender his policy.

19. a) Illustrate the component of communication system.

(OR)

b) Summarize the various types of attack.

20. a) Evaluate the types of firewall.

(OR)

b) Evaluate the steps of computer forensics.

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**ETHICAL PAPER**