

**FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2020 ONLY)**

**20UIB516**

**REG.NO**

**NGM COLLEGE (AUTONOMOUS) POLLACHI**

**END-OF-SEMESTER EXAMINATIONS: DECEMBER-2022**

**B.Com-International Business**

**MAXIMUM MARKS: 70**

**V SEMESTER**

**TIME: 3 HOURS**

**PART III**

**INFORMATION SECURITY & EXECUTIVE COMMUNICATION**

**SECTION – A**

**(10 X1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS**

**MULTIPLE CHOICE QUESTIONS**

**(K1)**

1. 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
2. The technique of hiding secret data within an ordinary, non-secret, file or message in order to avoid detection; the secret data is then extracted at its destination is called \_\_\_\_\_  
a) Spoofing  
b) Steganography  
c) Hashing  
d) Cyber stalking
3. \_\_\_\_\_ are letters that use block styling to form distinct areas of text, or blocks, on a page  
a) Block-style letters  
b) Complaint letters  
c) Sales letters  
d) Visual letters
4. In response to the trade inquiry of the importer, the exporter prepares the \_\_\_\_\_ and sends it to the importer.  
a) Requisition  
b) Order Confirmation  
c) quotation  
d) Purchase Order
5. An interviewer takes you out for dinner to a restaurant where you discuss the position and your qualifications over a meal called \_\_\_\_\_  
a) Dining Interview  
b) Stress Interview  
c) Driving Interview  
d) Group Discussion

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

**(K2)**

6. Indicate the components of communication system.
7. Give an account of firewall mechanism.
8. Define Business Communication?
9. What is Sales letter?
10. Relate the importance of interview in a recruitment process?

**ETHICAL PAPER**

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

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

11. a) Assess the types of TCP/IP protocol.  
(OR)  
b) Discover the types of cyber attacks.
12. a) Generalize the importance of network security.  
(OR)  
b) Examine the type of threat which presented by cross site scripting?
13. a) Explain the importance of business communication.  
(OR)  
b) Determine the essentials of effective business letters.
14. a) You had bought a mobile phone from a reputed showroom in Mumbai but after a month it developed a serious fault. Write a complaint letter to the manager of the showroom asking for immediate replacement for the same. You are Thiyagarajan, 123, South T.T. Nagar, Bhopal.  
(OR)  
b) Describe the features of a good sales letter?
15. a) List the various types of interviews.  
(OR)  
b) Highlight the characteristics of a good speech.

**SECTION – C****(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS.****(16TH QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Q.NO: 17 TO 21 )****(K4) OR (K5)**

16. Explain the Architecture of E Commerce
17. Differentiate among Threat, Vulnerability, and Risk.
18. Discuss about Information Security.
19. Examine the tools of Computer Forensics.
20. Evaluate the types of collection letters
21. Narrate the various sections of a resume.