

**B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION - MARCH 2026**  
**UGP (HONS.) SEMESTER 4: - DISCIPLINE SPECIFIC COURSE**  
**COURSE: 24UCOMDSC206 - CORPORATE CONNECTIONS**

*(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

**PART A**

***Answer all questions. Each question carries three marks each***

1. Explain Proxemics. (CO1, U)
2. What is a Memo? (CO2, R)
3. What is a Debate? (CO2, R)
4. Explain Resume. (CO3, U)
5. What are Business Letters? (CO5, R)
6. Explain Video Call (CO5,U)
7. Explain Social Media Policy. (CO5, U)
8. What is an unsolicited Business Enquiry Letter (CO3, R)
9. What do you mean by a Sales Letter? (CO5, R)
10. List any three types of a Reference Letters. (CO3, R)

**(3 x 10 = 30)**

**PART B**

***Answer any four questions. Each question carries five marks***

11. Enumerate the various types of Kinesics. (CO1, R)
12. Explain the essentials of a good Business Report. (CO2, An)
13. Enumerate the tools of Public Relations. (CO2, R)
14. Prepare a referee's refusal to act as referee for the applicant. (CO3, A)
15. Draft a resignation Letter. (CO4, A)
16. Explain the important tips for Video Call Etiquettes (CO5,U)

**(5 x 4 = 20)**

**PART C**

***Answer any two questions. Each question carries ten marks***

- |     |   |          |
|-----|---|----------|
| 17. | Explain the significance of Communication.  | (CO1,E)  |
| 18. | Analyze the major ethical factors to be considered while handling social media platforms. | (CO5,An) |
| 19. | Examine and evaluate the Parts and Layout of a Business Letter.                           | (CO4,E)  |
| 20. | Illustrate how letters serve different purposes in corporate communication.               | (CO2,A)  |
- (10 X 2 = 20)**