N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOV 2024

B.COM FINANCE   **MAXIMUM MARKS: 50**
SEMESTER V   **TIME : 3 HOURS**

PART-III

CORE-XIII – EXECUTIVE COMMUNICATION & INFORMATION SECURITY
               SECTION –A   **(10X1=10MARKS)**

ANSWER THE FOLLOWING QUESTIONS.

1. The word communication has been derived from the Latin word _____.
   (a) communis   (b) commons   (c) communs   (d) commis
2. _____ enquiry is made in response to the seller's advertisement.
   (a) Solicited   (b) Unsolicited   (c) Routine   (d) Special
3. Overdraft facility is available only for _____ account.
   (a) Fixed deposit   (b) savings   (c) Recurring deposit   (d) current
4. A browser is an HTTP _____.
   (a) Client   (b) Server   (c) Agent   (d) Principal
5. Which of the following is the least secure method of authentication?
   (a) Key card   (b) Finger print   (c) Retina pattern   (d) Password

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

6. Define brain drain.
7. What is meant by sales letter?
8. Define assurance.
9. Explain IP security.
10. How to manage the password?

               SECTION-B   **(5X3=15 MARKS)**

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

11. (a) Point out the 4's of business communication.

            (OR)

    (b) Explain the communication cycle.
12. (a) Discuss the guidelines for drafting an effective collection letter.

            (OR)

ETHICAL PAPER

(b)Explain the types of enquiry letter.

13. (a) Write a requisition letter to your bank to stop payment of a cheque

(OR)
(b) What are the situations which require correspondence relating to life insurance?
14. (a) Explain the internet connection protocols.
(OR)
 (b) Give IP security architecture with neat diagram.
15. (a) Write about steganography .
(OR)
 (b) Explain the model of network security.
SECTION –C   **(5X5=25)**
ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.

16.(a) Explain in detail the layout of business letter with an example

(OR)
 (b) Discuss about the barriers to communication.
17. (a) Write a letter to a publishing house enquiring about the prices, terms of sale, mode of delivery of books in Commerce and Management.
(OR)

 (b) Draft a complaint letter regarding damaged goods.

18. (a) Write a letter to the banker requesting to open a current account.

(OR)
 (b) Write a letter to bank requesting a loan of Rs.2,00,000
19. (a) What are the types of firewalls?
(OR)
 (b) Discuss cross site scripting vulnerability.
20. (a)Describe the types of information in security threats

(OR)
(b)Explain the e-commerce security weaknesses & attacks.