

E 6508

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Name: Itai

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2017

Second Semester

**Common Core Course 2—BUSINESS COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM**

(Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes)

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Answers may be written either in English or in Malayalam.

Part A

Answer all questions.

Each question carries 1 mark.

1. What is kinesics ?
2. What do you mean by diagonal communication ?
3. What is meant by soft skill ?
4. What is a resume ?
5. What do you mean by Post script ?
6. What is Power of Attorney ?
7. What is voice mail ?
8. What do you mean by Short message service ?
9. What do you mean by TPS ?
10. What do you mean by Information ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

- ✓ 11. What do you mean by two-way communication ?
12. What are the channels of communication ?
- ✓ 13. What are the features of resume ?

Turn over

- ✓ 14. What do you mean by a reference letter ?
- ✓ 15. What do you mean by a business letter ?
- ✓ 16. What do you mean by Partnership deed ?
- ✓ 17. What are the advantages of internet ?
- ✓ 18. Differentiate data from information.
19. What are the components of DSS ?
20. Explain MIS and its importance.
- ✓ 21. What do you mean by impromptu speech ?
22. What is grapevine communication ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Explain the different classes of information system.
24. Write a note on the types of communication on the basis of direction of message.
- ✓ 25. What are the defects of written communication ?
26. What are the objectives of MIS ?
- ✓ 27. Explain Non-verbal Communication ?
- ✓ 28. What are the objectives of communication ?
- ✓ 29. What do you mean by internal communication ?
30. Write a note on reference letter.
- ✓ 31. What are the essentials of a good business letter ?

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Write a complaint letter to KSEB for the excessive amount in your electricity bill.
33. Explain the role of information technology in business.
34. What is MIS ? Explain the need and functions of MIS.
35. What are the advantages and disadvantages of Internet ?

(2 × 15 = 30)