

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2016****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 communication ?
2. What do you mean by decoding ?
3. What is gestural communication ?
4. Define information.
5. What is T P S ?
6. What do you mean by MIS ?
7. What is PS ?
8. What do you mean by formal report ?
9. What is dyadic communication ?
10. What do you mean by SMS ?

(10 × 1 = 10)

**Part B***Answer any eight questions.**Each question carries 2 marks.*

11. What do you mean by impromptu speech ?
12. Explain a meeting.
13. What is business report ?
14. Differentiate conference from Seminar.
15. What is meant by salutation ?

**Turn over**

16. Explain grapevine communication ?
17. What are the different types of information ?
18. Who is a system Analyst ?
19. What are the different sources of information ?
20. What do you mean by Communication ethics ?
21. What is meant by downward communication?
22. What is power of attorney ?

(8 × 2 = 16)

### Part C

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

23. Differentiate the data from information.
24. What are the features of a business letter ?
25. How are communication classified ?
26. Explain the skills needed for interpersonal communication ?
27. State any four objectives of communication.
28. What are the features of a system ?
29. Explain the components of decision support system.
30. What is upward communication ?
31. What are the essentials of a good business report ?

(6 × 4 = 24)

### Part D

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

32. What are the essentials of written communication ?
33. What are the different types of communication?
34. A MIS is essentially an integration of information systems that are designed to support the functional systems of the business.
35. Write short notes on :—
  - (a) Enclosure.
  - (b) Body language.
  - (c) Encoding.
  - (d) Decoding.

(2 × 15 = 30)