

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2010****Second Semester****Common Core Course II—BUSINESS COMMUNICATION AND MANAGEMENT  
INFORMATION SYSTEM**

(Common for Model I, Model II (Vocational) and UGC sponsored programmes)

Time : Three Hours

Maximum Weight : 25

*Answers may be written **either** in English **or** in Malayalam.***Section A***This section consists of four bunches of **four** questions each.**Each bunch carries a weight of 1.**Answer **all** questions.***I. Choose the correct answer from the choices given below :****1** Reaction to a message is called :

- (a) Informal Communication. (b) Inside Address.  
(c) Feedback. (d) M.I.S.

**2** Problem of understanding communication due to environment are called :

- (a) Physical barriers. (b) Language barriers.  
(c) Socio-cultural barriers. (d) Semantic barriers.

**3** The design in which the different parts of the letter are placed on the letter head is :

- (a) Layout. (b) Letterhead.  
(c) Postscript. (d) Resume.

**4** S.M.S. stands for :

- (a) Socially Managed Services. (b) Seriously Managed Services.  
(c) Short Message Service. (d) Sound Monitoring Services.

**II. Fill in the blanks :**

- 5 Grapevine is \_\_\_\_\_.  
6 Something written after completing the letter is called \_\_\_\_\_.  
7 Downward communication moves from \_\_\_\_\_.  
8 When too much information receives a manager, it causes \_\_\_\_\_.

III. State whether the following statements are True or False :

- 9 Data and information are one and the same.
- 10 Warning letter is written in the first stage of collection letters.
- 11 There is no loss of information in Downward Communication.
- 12 Communication takes place within the mind of one person is intrapersonnel communication.

IV. Match the following :—

- |                           |                          |
|---------------------------|--------------------------|
| 13 Informal communication | (a) Feedback.            |
| 14 Yours obediently       | (b) Grape-vine.          |
| 15 Radio                  | (c) Voice mail.          |
| 16 Reaction to message    | (d) Mass Communication.  |
|                           | (e) Complimentary close. |

(4 × 1 = 4 weight)

### Section B

*Answer any five questions.*

*Each question carries a weight of 1.*

- 17 What is Oral Communication ?
- 18 What is S.M.S. ?
- 19 Explain Information.
- 20 What is filtering ?
- 21 What is C.V. ?
- 22 What is a warning memo ?
- 23 What is inside address ?
- 24 What is salutation ?

(5 × 1 = 5 weight)

### Section C

*Answer any four questions.*

*Each question carries a weight of 2.*

- 25 Explain Formal and Informal Communication.
- 26 How internet communication changes organisational work proceedings ?
- 27 Draft a warning letter in the collection letter format.
- 28 What are the different parts of a Business Letter ?
- 29 What are the process of communication ?
- 30 Explain important principles of communication.

(4 × 2 = 8 weight)

**Section D**

*Answer any **two** questions.*

*Each question carries a weight of 4.*

- 31 What are the different types of communication barriers ?
- 32 What is M.I.S. ? What are the characteristics of M.I.S. ?
- 33 Draft an application letter for the post of Accountant.

(2 × 4 = 8 weight)