

C.B.C.S.S. – B.Com. DEGREE EXAMINATION, APRIL 2011**Second Semester****Common Core Course II—BUSINESS COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM**

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

Time : Three Hours

Maximum Weight : 25

Answers may be written either in English or in Malayalam.

Section A

This consists of four bunches of four questions each.

Each bunch carries a weight 1.

Answer all questions.

I. Choose the correct answer from the choices given :

- 1 Communication between business firms and their customers is called :
(a) Private correspondence. (b) Official correspondence.
(c) Commercial correspondence. (d) Direct correspondence.
- 2 Which of the following is the salutation used when addressing Governor ?
(a) Your Eminence. (b) Your Excellency.
(c) Your Lordship. (d) His Excellency.
- 3 The processed data is known as :
(a) MIS. (b) ERP.
(c) Network. (d) System.
- 4 Management Information system provides information to the managers in :
(a) Decision-making. (b) Execution of plans.
(c) Evaluation of policies. (d) Solving problems.

II. Fill in the blanks :

- 5 Orgal communication can also be called as ——— communication.
- 6 ——— is a record of one's personal and professional details.
- 7 ——— system is commercial software package in an organisation.
- 8 The first function of MIS is to ———.

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

- 9 Written communication is also known as dyadic communication.
- 10 Post script is derived from the Latin word "Post scriptum".

Turn over

- 11 F.O.R. stands for Force on Replay.
- 12 External data mainly comes from Government statistics.

IV. Match of following :—

- | | |
|-----------------------|--------------------------------------|
| 13 Internal Data | (a) Informal. |
| 14 Grape vine. | (b) Support to managerial decisions. |
| 15 Oral communication | (c) Trade publications. |
| 16 DSS | (d) Verbal. |
| | (e) File records. |

(4 × 1 = 4)

Section B

*Answer any five questions.
Each question carries a weight of 1.*

- 17 Define Commercial correspondence.
- 18 What do you mean by a letter of enquiry ?
- 19 What is inside address ?
- 20 Can an order be cancelled ? If so under what situations ?
- 21 What is a circular letter ?
- 22 What is an internet ?
- 23 Write a short note on E-mail.
- 24 Define ERP.

(5 × 1 = 5)

Section C

*Answer any four questions.
Each question carries a weight of 2.*

- 25 Explain briefly the objectives of communication.
- 26 What do you mean by Transactional Analysis ?
- 27 What is follow-up letter ? Why they are used in business ?
- 28 What precautions should a businessman take while replying to a customer's complaint ?
- 29 Explain briefly the importance of MIS in decision-making.
- 30 What are the components of decision support system ?

(4 × 2 = 8)

Section D

*Answer any two questions.
Each question carries a weight of 4.*

- 31 Explain briefly the different types of communication.
- 32 Explain the levels of managerial decision-making and how a MIS helps a Manager.
- 33 Write a letter to the editor of a newspaper outlining the need for strict vigilance over adulteration of food materials.

(2 × 4 = 8)