

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2012**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***Answer all questions.**Each bunch of four questions carries a weight of 1.***I. Choose the correct answer from the choices given :****1 Information integration is done by :**

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|----------|----------|
| (a) MIS. | (b) ERP. |
| (c) TA. | (d) IT. |

2 Communication between business firms and their customers is called :

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|-----------------------------|--------------------------------|
| (a) Private correspondence. | (b) Commercial correspondence. |
| (c) Direct correspondence. | (d) Official correspondence. |

3 Talking to oneself is :

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|-----------------------------------|
| (a) Inter-personal Communication. |
| (b) Intra-personal Communication. |
| (c) Group Communication. |
| (d) Mass Communication. |

4 Transmission of message through spoken words is referred to as :

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|-----------------------------|----------------------------|
| (a) Oral Communication. | (b) Written Communication. |
| (c) Lectoral Communication. | (d) Grapevine. |

II. Fill in the blanks :

- 5 MIS is a ——— function.
- 6 ——— type of information is required for taking immediate decisions.
- 7 Processed data is known as ———.
- 8 Brain storming exercise comes under ——— communication.

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

- 9 Kinesics is another name for space language.
- 10 Unrehearsed speech is known as Extempore.
- 11 MIS constitutes three major elements.
- 12 TPS comes under DSS.

IV. Match the following :—

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|-----------------------|------------------------------|
| 13 Internal Data | (a) Information integration. |
| 14 ERP | (b) Informal Communication. |
| 15 Oral Communication | (c) Nervous system. |
| 16 Grapvine | (d) Para language. |
| | (e) Verbal. |
| | (f) Time language. |

(4 × 1 = 4)

Section B

Answer any five questions.

Each question carries a weight of 1.

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|------------------------------------|-------------------------------------|
| 17 What is communication ? | 18 Define internet. |
| 19 What is Letter of Enquiry ? | 20 Define ERP. |
| 21 What is feedback ? | 22 What is diagonal communication ? |
| 23 What do you mean by a seminar ? | 24 Define Information. |

(5 × 1 = 5)

Section C

Answer any four questions.

Each question carries a weight of 2.

- 25 Explain followup letters.
- 26 Describe the components of decision support system.
- 27 How are communication classified ?
- 28 State the objectives of communication.
- 29 State the merits of oral communication.
- 30 What are the content of a resume ?

(4 × 2 = 8)

Section D

Answer any two questions.

Each question carries a weight of 4.

- 31 Describe the role of MIS in an organisation.
- 32 Explain the principles of communication.
- 33 Write a letter in response to an advertisement appeared in a newspaper inviting application for the post of an Accountant in a business firm.

(2 × 4 = 8)