

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2013**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 of 1.**Answer all questions.*

I. Choose the correct answer from the choices given :

1 Communication involves at least :

- | | |
|--------------------|-----------------------|
| (a) One person. | (b) Two persons. |
| (c) Three persons. | (d) Group of persons. |

2 MIS helps in :

- | | |
|----------------------|------------------|
| (a) Planning. | (b) Managing. |
| (c) Decision-making. | (d) Controlling. |

3 Which of the following is the salutation used when addressing Governor ?

- | | |
|---------------------|----------------------|
| (a) Your Eminence. | (b) Your Excellency. |
| (c) His Excellency. | (d) Your Lordship. |

4 Information integration is done by :

- | | |
|----------|----------|
| (a) M/S. | (b) ERP. |
| (c) TA. | (d) IT. |

II. Fill in the blanks :

5 TPS comes under _____.

6 An inter-related set of elements that function as a whole is known as _____.

7 The first function of MIS is to _____.

8 An individual behavioural make-up is known as _____.

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

- 9 Translating messages into words is known as decoding.
- 10 Communication sent to a small group is known as horizontal communication.
- 11 MIS is similar to that of a respiratory system in animals.
- 12 ESS is an extension of MIS.

IV. Match the following :—

- | | |
|--------------|--------------------------|
| 13 DSS | (a) Support to business. |
| 14 TPS | (b) Medium. |
| 15 Extempore | (c) MIS. |
| 16 Channel | (d) Non-verbal. |
| | (e) Presentation. |
| | (f) Telling the truth. |

(4 × 1 = 4)

Section B

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

- 17 What is inside address ?
- 18 Define business communication.
- 19 What is a circular letter ?
- 20 What is E-mail ?
- 21 Define decoding.
- 22 What do you mean by para language ?
- 23 What do you mean by Extempore ?
- 24 What is salutation ?

(5 × 1 = 5)

Section C

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

- 25 Explain the importance of MIS in decision making.
- 26 State the essentials of oral communication.
- 27 Describe the merits of written communication.

- 28 Explain TA.
- 29 Explain Grapevine.
- 30 State the precaution to be taken while replying to a customers complaint.

(4 × 2 = 8)

Section D

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

- 31 Describe the different types of communication.
- 32 Explain the Enterprise Resource Planning System.
- 33 Write a letter to the Editor of a Newspaper outlining the need for and importance of scientific disposal of waste.

(2 × 4 = 8)