

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2014**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 Admissions]

Time : Three Hours

Maximum : 80 Marks

Answers may be written either in English or in Malayalam.

Part A

Answer all questions.

Each question carries 1 mark.

1. What do you mean by Communication ?
2. What is decoding ?
3. What do you mean by data ?
4. What is grapevine communication ?
5. What is 'you' attitude ?
6. What do you mean by WWW ?
7. What do you mean by SMS ?
8. What is intrapersonal communication ?
9. What is dyadic communication ?
10. What is IT ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What are the contents of a resume ?
12. What are the different sources of information ?
13. What do you mean by impromptu speech ?
14. Write note on filtering ?
15. What are the limitations of oral communication ?

Turn over

16. What is power of attorney ?
17. Write note on E-mail.
18. Write note on goal conflict.
19. What is video conferencing ?
20. How are communication classified ?
21. What do you mean by communication ethics ?
22. What are the functions of internet ?

(8 × 2 = 16)

Part C

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

23. Differentiate between Data and Information.
24. What are the features of a business letter ?
25. Explain the essentials of oral communication.
26. What are the advantages and disadvantages of telephone ?
27. Write note on socio-psychological barriers to communication.
28. Write note on the importance of soft skills.
29. What are the skills needed for interpersonal communication ?
30. Write note on motivate people.
31. Explain the features of a system.

(6 × 4 = 24)

Part D

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

32. Effective communication has always been essential for success in business. Explain this statement in detail.
33. What are the essentials of written communication ?
34. A MIS is essentially an integration of information systems that are designed to support the functional system of the business. Explain.
35. Write short notes on the following :—

(a) Salutation.

(b) Reference Number.

(c) P.S.

(d) Enclosures.

(2 × 15 = 30)