

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2014****Second Semester****Core Course II—BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION  
SYSTEM****(Prior to 2013 Admissions)****[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 Kinesics is another term for :**

- |                     |                     |
|---------------------|---------------------|
| (a) Para language.  | (b) Body language.  |
| (c) Space language. | (d) Touch language. |

**2 Information integration is done by :**

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

**3 IQ is a part of :**

- |                 |                 |
|-----------------|-----------------|
| (a) Hard skill. | (b) Soft skill. |
| (c) Resume.     | (d) None.       |

**4 The function of symbolising a message in words or pictures :**

- |               |                   |
|---------------|-------------------|
| (a) Decoding. | (b) Storing.      |
| (c) Encoding. | (d) Transmission. |

**II. Fill in the blanks :**

- 5 \_\_\_\_\_ is the document which authorises a person to act for another.
- 6 PS stands for \_\_\_\_\_.
- 7 Communication is a \_\_\_\_\_ say process.
- 8 \_\_\_\_\_ is an extension of MIS.

III. State whether the statements are True or False :

- 9 Information is in raw form.
- 10 SMS stands for Short Message Service.
- 11 Kinesics is also known as space language.
- 12 Brainstoming exercise comes under diagonal communication.

IV. Match the following :—

- |                       |                               |
|-----------------------|-------------------------------|
| 13 Oral Communication | (a) Non-verbal Communication. |
| 14 Hardskill          | (b) Verbal Communication.     |
| 15 Spam               | (c) Success.                  |
| 16 Salutation         | (d) E-mail.                   |
|                       | (e) IQ.                       |
|                       | (f) Greetings.                |

(4 × 1 = 4)

**Section B**

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

- 17 What is the principle of feedback ?
- 18 Define Communication.
- 19 Define Softskill.
- 20 What do you mean by inside address ?
- 21 What is e-mail ?
- 22 What do you mean by TPS ?
- 23 Define ESS.
- 24 What is upward communication ?

(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 Differentiate data from information.
- 27 What is the procedure of using Internet services ?
- 28 What is AIDA strategy ?

- 29 What are the characteristics of resume ?  
30 What do you mean by non-verbal communication ?

(4 × 2 = 8)

**Section D**

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

- 31 What are the barriers to effective communication ? How the barriers of communication can overcome ? Explain.  
32 Write a letter for placing an order for 100 computers.  
33 Define MIS. Explain the functions of MIS.

(2 × 4 = 8)