

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2015****Second Semester****Common Core Course 2—BUSINESS COMMUNICATION AND MANAGEMENT  
INFORMATION SYSTEM****(Common for Model I, Model II, and U.G.C. Sponsored B.Com. Degree Programmes)****[2013 Admission onwards]****Time : Three Hours****Maximum : 80 Marks****Part A***Answer all questions.**1 mark each.*

1. What do you mean by intrapersonal communication ?
2. What is encoding ?
3. What do you mean by data ?
4. What is diagonal communication ?
5. What is 'you' attitude ?
6. What do you mean by resume ?
7. What do you mean by MIS ?
8. What is teleconferencing ?
9. What is dyadic communication ?
10. What are the functions of internet ?

**(10 × 1 = 10)****Part B***Answer any eight questions.**2 marks each.*

11. What are the contents of a resume ?
12. What are the different sources of information ?
13. What do you mean by extempore speech ?
14. Write note on persuade people.
15. What are the merits of written communication ?
16. What is collection letters ?

**Turn over**

17. Write note on e-mail.
18. Write note on para language.
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.  
4 marks each.*

23. Differentiate oral communication from written communication.
24. What are the features of a business letter ?
25. Explain the elements of communication process.
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 partnership deed.
31. Explain the different ways of communication through electronic media.

(6 × 4 = 24)

### Part D

*Answer any two questions.  
15 marks each.*

32. Why is communication so important to an organization ? How does it relate the organization to the outside world ?
33. Explain the necessary parts of a business letter.
34. Transaction Processing System is the work horse of the information system industry. Explain.
35. Write short notes on the following :—
  - (a) Listening as a communication tool.
  - (b) Evaluative listening.
  - (c) Empathetic listening.
  - (d) Appreciative listening.

(2 × 15 = 30)