# **SAINTGITS COLLEGE OF APPLIED SCIENCES**

**PATHAMUTTOM, KOTTAYAM**

**First Internal Assessment Examination, September 2018**

**B.Com First Semester (Computer Applications & Taxation)**

**BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM**

Total: 50 marks Name ………………….

Time: 2 Hours Roll Number ……………

**Section A**

*Answer any 5 questions. Each question carries 2 marks.*

1. What is Business Communication?
2. What is listening? What are the six steps of listening?
3. What is meant by Transactional Analysis?
4. What is Haptics?
5. What is Power of Attorney?
6. What is Filtering? **(5 X 2 = 10 marks)**

**Section B**

*Short essay questions*

*Answer any 5 questions. Each question carries 5 marks.*

1. Explain the difference between oral and written communication.
2. Describe the principles of effective communication.
3. What is written communication? What are its advantages and disadvantages?
4. Describe the process of communication.
5. Explain the characteristics of communication.
6. What is grapevine? Discuss the significance of grapevine.**(5 X 5 = 25 marks)**

**Section C**

*Long essay questions*

*Answer any 1question. It carries 15marks.*

1. Explain the various channels of communication.
2. ****What are the barriers to communication? How can they be overcome? **(1 X 15 = 15 marks)**

***Scan QR code for the answer scheme***