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Reg. No.....

Name.....

B.Com. DEGREE (CBCS) EXAMINATION, JANUARY/FEBRUARY 2018

First Semester

Complementary—BUSINESS COMMUNICATION AND MIS

(Common to Model III-Computer Applications, O.M. and S.P., Taxation and Travel and Tourism)

(2017 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

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

1. Define Feedback.
2. What is horizontal communication ?
3. What is meant by Decoding ?
4. What is quotation ?
5. What is meant by Testimonial ?
6. What is power of attorney ?
7. What is FTP ?
8. What are tweets ?
9. Define Archie.
10. What is OAS ?
11. Define ERP.
12. What is Instrument ?

(10 × 2 = 20)

Part B

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

13. What are the guidelines for effective listening ?
14. What are the different types of non-verbal communication ?
15. What are the principles of drafting reports ?

Turn over

16. What is press-release ? How is it different from a press report ?
17. Draft a deed of partnership.
18. What are the advantages of Teleconferencing ?
19. Explain the negative impact of technology enabled communication.
20. What are the essentials of a good information system ?
21. What is the role of MIS in a modern organisation ?

(6 × 5 = 30)

Part C

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

22. What is Communication ? Explain the objectives of communication.
23. Draft a letter for the post of Accountant with a covering letter and resume.
24. Explain the positive and negative impact of technology on communication.
25. Discuss the relationship between decision-making and MIS.

(2 × 15 = 30)