

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2018**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 – 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Answers may be written either in English or in Malayalam.

Part A

Answer all questions.

Each question carries 1 mark.

1. Define Communication.
2. What do you mean by feedback ?
3. What is diagonal communication ?
4. What do you mean by data ?
5. What is MIS ?
6. What do you mean by a system ?
7. What is PS ?
8. What do you mean by candidness ?
9. What is IT ?
10. What is grapevine communication ?

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by extempore ?
12. Explain group communication.
13. What are the essentials of oral communication ?
14. What is communication ethics ?
15. Write a note on E-mail.

Turn over

16. What do you mean by Para language ?
17. Write a note on goal conflict.
18. What is power of attorney ?
19. What are the different types of information ?
20. What is voice mail ?
21. What is video conference ?
22. What are the functions of internet ?

(8 × 2 = 16)

Part C

*Answer any **six** questions.*

Each question carries 4 marks.

23. Briefly explain the 4 C's of good communication.
24. Explain the advantages and disadvantages of telephonic conversation.
25. What are the features of a system ?
26. Explain the common barriers to communication.
27. What are the requisites of a good sales letter ?
28. Explain the different styles of layout for business letters.
29. What are the features of communication ?
30. State any *four* objectives of communication.
31. Explain written communication stating its merits and demerits.

(6 × 4 = 24)

Part D

*Answer any **two** questions.*

Each question carries 15 marks.

32. What are the different types of communication ?
33. What are the essentials of written communication ?
34. Transaction Processing System is the workhorse of the information system industry. Explain.
35. Write short notes on :
 - (a) Reference Number.
 - (b) Database.
 - (c) Motivation.
 - (d) Enclosure.

(2 × 15 = 30)