

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, FEBRUARY 2022**Second Semester****Common Core Course 2—BUSINESS COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM****(Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes)****[2013—2016 Admissions]****Time : Three Hours****Maximum : 80 Marks****Part A (Very Short Answer Type Questions)***Answer all questions.**Each question carries 1 mark.*

1. Explain the term "encoding".
2. Name any two situations of oral communication.
3. What is meant by non-verbal communication ?
4. Explain the term 'consensus'.
5. What is window envelopes ?
6. What is meant by confirmation letter ?
7. Write a note on 'enquires'.
8. Write a note on 'circular letters'.
9. Define MIS.
10. Write a note on Video Conferencing.

(10 × 1 = 10)**Part B (Short Answer Type Questions)***Answer any eight questions.**Each question carries 2 marks.*

11. What is meant by face-to-face communication ?
12. Explain PBX and PAX.
13. What are the usual forms of complimentary close in business letters ?
14. What is a Memo ? When is it used ?
15. What are the matters to be stated in an appointment letter ?
16. What is a letter of reference ?

Turn over

17. What is a follow-up letter ?
18. What are the advantages of 'voice mail' ?
19. Why does management need information ?
20. Explain the characteristics of TPS.
21. List any four constraints in developing an effective MIS.
22. Define partnership deed.

(8 × 2 = 16)

Part C (Short Essay Type Questions)

*Answer any six questions.
Each question carries 4 marks.*

23. Discuss the importance of feedback in communication.
24. Briefly explain the objectives of business communication.
25. Discuss the advantages and disadvantages of e-mail.
26. What are the requisites of a good application letter ?
27. State the special points to be considered while drafting collection letters.
28. Draft a circular letter enclosing a sample of new product being introduced.
29. How does a sales letter differ from a circular letter ?
30. Discuss the role of MIS in the organisational structure.
31. What is programming service software ? Discuss in brief.

(6 × 4 = 24)

Part D (Long Essay Type Questions)

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

32. Explain in detail about 7 C's of business communication.
33. Define office automation systems. Describe the devices used to enhance communication.
34. Write an open letter of recommendation in favour of Mr. Anil Kumar who, while in your employ as junior clerk, seeks better position elsewhere.
35. Write a letter of complaint to the Airport Manager regarding non-receipt of a consignment.

(2 × 15 = 30)