E 2224   (Pages : 2)   Reg. No............................

                                                                 Name.................................

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 ?

$(8 \times 2 = 16)$

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.

$(6 \times 4 = 24)$

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.

$(2 \times 15 = 30)$