

B.COM. DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019**SEMESTER – 2: COMMERCE (COMMON CORE COURSE)****COURSE: 15U2COCOM2 – BUSINESS COMMUNICATION AND
MANAGEMENT INFORMATION SYSTEM***(Common for Regular 2018/Supplementary-improvement 2017/ 2016/2015 Admission)*

Time: Three Hours

Max. Marks: 75

PART A*Answer **all** questions. Each question carries **2** marks.*

1. What is Kinesics?
2. What is a Status Enquiry Letter?
3. Explain Partnership Deed.
4. What is a 'Quotation'?
5. What do you mean by 'Video Conferencing'?
6. What is a testimonial?
7. What is meant by decoding?
8. What is a system?
9. Give any two advantages of verbal communication
10. Explain Postscript. (2 × 10 = 20)

PART B*Answer **any five** questions. Each question carries **5** marks.*

11. What is a CV? List down the contents of a CV.
12. Explain the essentials of an effective business letter.
13. What are the Objectives of Communication?
14. Draft a letter inviting an applicant for a written test to be conducted in your company M/s.Shah and Sons Pvt. Ltd for the post of Assistant Sales Manager.
15. Differentiate between formal and informal communication.
16. Explain the 4 S's of communication.
17. Describe the limitations of Internet. (5 × 5 = 25)

PART C*Answer **any three** questions. Each question carries **10** marks.*

18. Briefly explain the advantages of 'MIS' in Business
19. Explain the role of Computers on Communication
20. Define MIS. Elucidate the characteristics of MIS.
21. Describe the parts and layout of Business Letters.
22. You are the purchase manager of M/s. Birla & Sons Pvt. Ltd. Place an order for mobile accessories from M/s. Gupta & Sons Pvt. Ltd. (10 × 3 = 30)
