

B. COM. DEGREE END SEMESTER EXAMINATION MARCH - 2020
SEMESTER – 2: COMMERCE (COMMON CORE)
COURSE: 15U2COCOM2, BUSINESS COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM

(For Supplementary / improvement 2018/2017/2016/2015 admissions)

Time: Three Hours

Max. Marks: 75

PART- A

*Answer **all** questions. Each question carries **two** marks.*

1. Define 'Communication'
2. What is Decoding?
3. What is a 'Quotation'?
4. What is a 'Testimony'?
5. What do you mean by 'Video Conferencing'?
6. Give any four commonly used salutations in a business letter
7. Define 'MIS'
8. What is a Partnership Deed?
9. Give any two advantages of verbal communication
10. What is a follow up letter? (2 x 10 = 20)

PART- B

*Answer any **five** questions. Each question carries **five** marks.*

11. What are the Objectives of Communication?
12. Explain the features of 'grapevine'
13. Briefly explain the points to be considered while drafting an application for employment
14. Explain the essentials of an effective business letter
15. Explain 'Kinesics'
16. Explain the role of 'MIS' in decision Making
17. Explain the advantages of 'Email' as a means of communication. (5 x 5 = 25)

PART - C

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

18. Draft a 'CV' for the post of a 'Finance Manager' in X Ltd, New Delhi.
19. Briefly explain the essentials of effective communication
20. Describe the different parts of a business letter
21. Briefly explain the advantages of 'MIS' in Business
22. Explain the role of Computers on Communication. (10 x 3 = 30)