

Name:.....Reg.No.....

BCOM DEGREE END SEMESTER EXAMINATION MARCH 2016

(2015 Admission)

SEMESTER - 2: (COMMON CORE COURSE)

**COURSE: 15U2COCOM2 - BUSINESS COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM**

Time: Three Hours

Maximum. Marks: 75

PART A

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

1. What is Feedback?
2. What is meant by a Follow-Up Letter?
3. What is Para Language?
4. What do you mean by a Solicited Application Letter?
5. What is a testimonial?
6. Explain Postscript?
7. What is a system?
8. What do you mean by Proxemics?
9. What is Power of Attorney?
10. What is meant by encoding?

(2 × 10 = 20)

PART B

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

11. Differentiate between Formal and Informal communication.
12. List down the essentials of a Good Information System.
13. What are collection letters? Explain the different stages of collection letters.
14. Draft a letter inviting a candidate to appear for a written test in your company M/s. Jerry & Sons Pvt. Ltd for the post of Accounts Assistant.
15. What is the role of MIS in an organization?
16. What are the features of Internet?

17. Discuss the functions of MIS in an organization.

(5 × 5 = 25)

PART C

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

18. Elucidate the barriers to effective communication.

19. What is a CV? What are its Contents? Draft a Specimen CV.

20. Define MIS. Elucidate the advantages of MIS.

21. Draft a letter to M/s. Ritvik and Sons Ltd. placing an order for laptops.

You are Yogesh

Sharma, Purchase Manager of M/s. Gupta and Sons Ltd.

22. Describe the parts and layout of Business Letters.

(10 × 3 = 30)
