

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

B. Com DEGREE END SEMESTER EXAMINATION MARCH 2017
SEMESTER - 2; B COM (COMMON CORE COURSE)
COURSE : 15U2COCOM2; BUSINESS COMMUNICATION AND
MANAGEMENT
INFORMATION SYSTEM

(Common for Regular 2016 Admission / Supplementary 2015 Admission)

Time: Three Hours

Max. Marks: 75

PART A

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

1. What is Grapevine?
2. What is a testimonial?
3. Explain job application letters?
4. What are circular letters?
5. What is a search engine?
6. What is a solicited application letter?
7. Explain Partnership Deed?
8. What is a Status Enquiry Letter?
9. What is Power of Attorney?
10. What is Kinesics?

(2 × 10 = 20)

PART B

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

11. State the different types of formal communication.
12. Elucidate the benefits of Internet.
13. Explain the features of Business Letters.
14. What are the essentials for drafting a Letter of Enquiry?
15. List out the steps involved in process of communication.
16. Discuss the functions of MIS in an organization.
17. Explain the four S's of communication.

(5 × 5 = 25)

PART C

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

18. What is meant by communication? Explain the principles of effective communication.
19. What is a CV? What are its Contents? Draft a Specimen CV.
20. State the different sub-systems of MIS.
21. Draft a letter inviting an applicant for a written test to be conducted in your company M/s. Roy and Sons Pvt. Ltd for the post of Assistant HR Manager.
22. Describe the parts and layout of Business Letters.

(10 x 3 = 30)
