Name..Reg.No...

B.COM DEGREE END SEMESTER EXAMINATION APRIL - 2015

SEMESTER –2: B.COM (COMMON CORE)

COURSE: **U2COCOM2 - BUSINESS COMMUNICATION ANDMANAGEMENT INFORMATION SYSTEM**

Time: 3 Hours   Max. Marks: 75

PART-A
Answer **ALL** questions. Each question carries 1 mark

1. Conversation between two parties in a planned way to achieve a purpose is ....

2. Informal communication is also called...................................

3. Communication between two or more persons is called.............................

4. FAX is the short form of ....

5. ....based information is secured and contained within the company and this information is not accessible to outsiders.

6. Expand ISDN

7. Expand FTP

8. .... is a system developed to support day-to-day operations of the business

9. .... reduces the volume of data for transmission without affecting its essential meaning

10. After the body of the letter .... is typed whether on left or right side of the letter.   (10 x 1 = 10)

PART B
Answer any 8 questions, each question carries 2 marks

11. Explain Kinesics.

12. What is Proxemics?

13. What is open system?   **(PTO)**

14. In what way managerial accounting is related to MIS?

15. What do you mean by periodic scheduled reports?

16. What are the advantages of video conferencing?

17. What is voice mail?

18. What is a web browser?

19. "MIS avoids data redundancy." What is data redundancy?

20. Name the major organisational functional subsystems of MIS   (8 x 2 = 16)

PART C
Answer any five questions. Each question carries 5 marks.

21. What are the steps of data processing?

22. What are circular letters? When these circular letters are usually sent?

23. What is electronic mail? What are the advantages of electronic mail?

24. What are the major types of listening?

25. Distinguish between data and information.

26. Write a favourable reply from the referee.

27. What are the major features of internet?   (5 x 5 = 25)

PART D
Answer any two questions. Each question carries 12 marks

28. What are the 7C's of Communication? Also explain other scientific principles so as to make communication more effective.

29. Define MIS. Enumerate the characteristics of MIS.

30. What are the major functions of business letters? Write about the major parts of business letters.

31. Write a letter to an applicant to appear for an interview for the post of a management trainee.   (2 x 12 = 24)

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