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

B.COM DEGREE END SEMESTER EXAMINATION MARCH 2017
SEMESTER – 2: COMMERCE (COMMON CORE)
COURSE: U2COCOM2: BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM
(Supplementary for 2014 admission)

Time: Three Hours   Max. Marks: 75

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

1. Response from the receiver is known as ………….
2. Processed data is called ……….
3. Resume are of two types: Chorological and ……….
4. Name the two types of enquiry letters.
5. TPS stands for ………..
6. The most basic form of communication is …………………..
7. Expand PDA
8. The response from the receiver is known as ………………..
9. The formal communication can assume any of the following direction
    1. downward 2 upward   3……………………..
10. Communication between 2 or more persons is …………

(1 × 10 = 10)

PART- B
*Answer **any eight** questions. Each question carries 2 marks.*

11. What are circular letters?
12. What is meant by partnership deed?
13. What is MIS?
14. What do you mean by business communication?
15. Explain video conferencing?
16. Name the major organisational functional subsystems of MIS
17. What is a web browser?
18. What is a Credit letter?
19. What is emphatic listening?
20. What is grapevine communication?   (2 × 8 = 16)

PART- C

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

21. Write a favourable reply from the referee.

22. Explain the impact of IT on Modern Communication.

23. Explain the process of communication.

24. What are the disadvantages of internet?

25. What are the major features of internet?

26. In what way business letters and personnel letters are differentiated?

27. What are the essentials of a good business report?

$(5 \times 5 = 25)$

PART - D

*Answer **any two** questions. Each question carries 12 marks.*

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

29. Write a letter to an applicant to appear for an interview for the post of a management trainee

30. What are the essentials of good business letter?

31. Explain the barriers of communication.

$(12 \times 2 = 24)$

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