

**B. COM. DEGREE END SEMESTER EXAMINATION – JULY 2021**  
**SEMESTER – 2: COMMERCE (COMMON CORE)**  
**COURSE: 15U2COCOM2: BUSINESS COMMUNICATION AND MANAGEMENT**  
**INFORMATION SYSTEM**

*(Common for supplementary 2018/2017/2016/2015 admissions)*

Time: Three Hours

Max. Marks: 75

**PART- A**

***Answer all questions. Each question carries 2 marks***

1. What do you mean by teleconferencing?
2. Explain Persuasion?
3. What is a Circular?
4. What is a Resume?
5. What is a Salutation?
6. What is 'MIS'?
7. Define 'Partnership Deed'
8. What do you mean by Non-Verbal Communication?
9. Define External communication
10. What is a status enquiry?

(2 x 10 = 20)

**PART- B**

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

11. Explain 7 Cs in Communication
12. Briefly explain the points to be considered while drafting a quotation
13. What is an Appointment Order? Explain its contents
14. What is meant by 'Proxemics' in communication?
15. What is the structure of a business letter?
16. What information's are to be given in the 'letter head' of a business organisation?
17. What are the points to be noticed while drafting an effective business letter?

(5 x 5 = 25)

**PART- C**

***Answer any three questions. Each question carries 10 marks.***

18. Briefly explain the various barriers to communication
19. Explain the Role of IT on Communication
20. Explain the Objectives and Benefits of 'MIS'
21. Briefly explain the parts and lay out of business letter
22. Draft a CV for the post of an 'HR Manager' in S Ltd, Mumbai

(10 x 3 = 30)

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