

B COM DEGREE END SEMESTER EXAMINATION - JULY 2021**SEMESTER 2 : COMMERCE****COURSE : 19U2CRCOM08 - BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM***(For Regular - 2020 Admission and Supplementary / Improvement - 2019)*

Time : Three Hours

Max. Marks: 75

PART A**Answer any 10 (2 marks each)**

1. What do you mean by appeal?
2. Explain counseling.
3. Explain encoding.
4. Explain CV.
5. What do you mean by solicited application letter?
6. Explain 'letter of acceptance of appointment'.
7. What is a power of attorney?
8. Explain partnership.
9. What do you mean by 'exception based'.
10. Explain data capturing.
11. What is ERM?
12. List the key elements of enterprise control.

(2 x 10 = 20)**PART B****Answer any 5 (5 marks each)**

13. Explain space language and various types of it.
14. Enumerate the ways to overcome barriers to proper communication.
15. What is a CV? Enumerate the points to be kept in mind while preparing a CV.
16. What are the essentials for drafting a letter of enquiry?
17. What do you mean by status enquiry letter? State the essentials for drafting a status enquiry letter.
18. Explain the three roles of MIS.
19. Distinguish between data and information.
20. Explain the process in data analytics.

(5 x 5 = 25)**PART C****Answer any 3 (10 marks each)**

21. Explain the principles of effective communication.
22. What is a letter of appreciation? Draft a letter of appreciation.
23. Explain the contents of a partnership deed.
24. Explain the essentials of a good information system.
25. Explain risk. Briefly enumerate the various types of business risks.

(10 x 3 = 30)