

B. COM DEGREE END SEMESTER EXAMINATION : MARCH 2023**SEMESTER 2 : COMMERCE**

COURSE : 19U2CRCOM08 : BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM
(For Regular - 2022 Admission and Improvement / Supplementary – 2021/2020/2019 Admissions)

Time : Three Hours

Max. Marks: 75

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

1. What do you mean by 'business communication'?
2. What do you mean by partnership deed?
3. What is risk?
4. Explain 'letter of acceptance of appointment'.
5. Explain OAS.
6. Expand TPS.
7. What is Business Intelligence?
8. Explain 'proxemics'.
9. List the stages of collection letters.
10. Explain time language.
11. What do you mean by a letter of promotion?
12. List the various types of job application letter.

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

13. What do you mean by status enquiry letter? State the essentials for drafting a status enquiry letter.
14. Explain the steps in H2R.
15. Discuss briefly the physical components of MIS.
16. Explain the essentials of a covering letter.
17. What are the essentials of effective downward communication?
18. Write an offer letter on annual reduction sale.
19. Briefly explain the merits of formal communication.
20. What are the four principal components on which MIS is based?

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

21. Enumerate the need and significance of communication in detail.
22. Enumerate the need for MIS.
23. Discuss the importance of Business Reporting.
24. Write an unsolicited enquiry letter.
25. What is a letter of appreciation? Draft a letter of appreciation.

(10 x 3 = 30)