

B.COM. DEGREE END SEMESTER EXAMINATION – MARCH 2023**SEMESTER 2 -: COMMERCE (COMMON COURSE)****COURSE: 15U2COCOM2 –: BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM***(Common for Supplementary 2015/2016/2017/2018 Admissions)*

Time: Three Hours

Max. Marks: 75

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

1. What is Feedback?
2. Explain Partnership Deed?
3. What is Post Script?
4. What are Dunning Letters?
5. What is a system?
6. What is Kinesics?
7. What is a testimonial?
8. What is Power of Attorney?
9. What is a 'Quotation'?
10. What is meant by encoding? (2 × 10 = 20)

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

11. Differentiate between Formal and Informal communication.
12. Differentiate between data and information.
13. What are collection letters? Explain the different stages of collection letters.
14. Discuss the functions of MIS in an organization.
15. What are the essentials for drafting a letter of enquiry?
16. What are the features of Internet?
17. Explain the 4 S's of communication. (5 × 5 = 25)

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

18. Explain the role of Computers in Communication.
19. What is a CV? What are its Contents? Draft a Specimen CV.
20. Describe the parts and layout of a business letter.
21. Draft a letter to M/s. Ritvik and Sons Ltd. placing an order for laptops. You are Yogesh Sharma, Purchase Manager of M/s. Gupta and Sons Ltd.
22. What is meant by communication? Explain the principles of effective communication. (10 x 3 = 30)
