

Reg. No

Name

24U266

B. COM DEGREE END SEMESTER EXAMINATION - MARCH 2024

SEMESTER 2 - COMMERCE

COURSE : 19U2CRCOM08 - BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

(For Regular - 2023 Admission and Improvement / Supplementary –2022/ 2021/2020/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer any 10 (2 marks each)

1. What do you mean by general power of attorney?
2. What do you mean by P2P?
3. Explain 'informal communication'.
4. What do you mean by a system?
5. What is a letter of appreciation?
6. Explain verbal communication.
7. What do you mean by BPM?
8. Explain chronological resume.
9. What is a complimentary clause?
10. Explain CV.
11. What do you mean by 'vertical communication'?
12. Explain decentralisation.

(2 x 10 = 20)

PART B

Answer any 5 (5 marks each)

13. Write a letter making a firm offer.
14. Draft a complaint letter.
15. Explain the salient features of information.
16. Explain the three roles of MIS.
17. Explain the various types of formal communication.
18. What are the various types of kinesics?
19. Explain the process in data analytics.
20. Write a letter of recommendation.

(5 x 5 = 25)

PART C

Answer any 3 (10 marks each)

21. Enumerate the types of written communication.
22. Explain the parts and layout of a business letter.
23. What do you mean by soft skills? Discuss the various soft skills necessary for business.
24. Explain risk. Briefly enumerate the various types of business risks.
25. Explain the essentials of a good information system.

(10 x 3 = 30)