

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

Time: Three Hours

Max. Marks: 75

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

1. Define MIS
2. Define Communication.
3. What is encoding?
4. What are Dunning Letters?
5. What do you mean by Noise in communication?
6. What is a reference letter?
7. What is Post Script?
8. What is Email?
9. What is power of attorney?
10. What is feedback? (2 × 10 = 20)

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

11. Explain briefly the objectives of communication.
12. What are the main parts of business letters?
13. Differentiate between data and information.
14. You are Amal & Sons Pvt. Ltd. Write a letter to Paul & Co. placing an order for car accessories from them.
15. Explain the 7 C's of Communication.
16. Describe the benefits of MIS.
17. What are the essentials for drafting a letter of enquiry? (5 × 5 = 25)

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

18. Explain the various channels of communication.
19. Draft a CV of Mr. Rakesh Mehra who is going to appear for the post of Assistant Manager- Accounts in Tata Services Ltd.
20. Explain the various characteristics of MIS.
21. Describe the barriers to effective communication.
22. Elucidate the merits and demerits of Internet. (10 × 3 = 30)

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