

**B. COM. DEGREE (CBCSS) EXAMINATION, APRIL 2015
SECOND SEMESTER - COMMON CORE – 2
COM2BCMIS -BUSINESS COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM**

Time: 3 Hours

Maximum: 80 Marks

Part A(Short Answer Questions)

Answer *all* questions. (Each question carries 1 mark)

- 1.What is SMS?
- 2.What is Fax?
- 3.What is Para Language?
- 4.What is Horizontal communication?
- 5.What is Inside Address?
- 6.CV stands for what?
- 7.What is TPS?
- 8.What is a Suspension Letter?
- 9.What is Power of Attorney?
- 10.What is AIDAS?

(10x1=10)

Part B (Brief Answer Questions)

Answer any 8 questions(Each question carries 2 marks)

11. Explain Sign language.
12. Describe the merits of written communication.
13. Distinguish between Data and Information.
14. What are the advantages of E-mail?
15. What is Tele conferencing?
16. Distinguish between Formal and Informal communication.
17. What do you mean by Letter Head?
18. Explain P.S.
19. Explain Salutation.
20. What do you mean by a Sales letter?
21. Explain Kinesics.
22. What do you mean by Semantic Problems?

(8x2=16)

Part C(Short Essay)

Answer any 6 questions (Each question carries 4 marks)

23. Explain the process of communication.
24. Draft a Letter politely informing the candidate about non-selection.
25. State the good telephone manners.
26. Explain MIS functions.
27. Write a format of Resume.
28. Why is an Enquiry made? State different types of enquiries
29. What are the points to be kept in mind while drafting a charge sheet?
30. Explain Soft Skills.
31. What are the techniques for writing Successful job applications?

(6x4=24)

Part D(Essay)

Answer any 2 questions (Each question carries 15 marks)

32. What are the seven Cs of Effective communications?
33. What is Partnership Deed? Describe its contents.
34. What points should be kept in mind when you are writing a circular letter announcing the opening of a new branch? Also draft a circular letter for this purpose.
35. Explain the role of IT on Organization.

(15 × 2 = 30)