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Reg. No. : .....

Name : .....

Third Semester B.Com. LL.B. (Five Year Integrated) Degree  
Examination, March 2015  
Paper – I : BUSINESS COMMUNICATION AND MANAGEMENT  
INFORMATION SYSTEM

Time : 3 Hours

Max. Marks : 80

I. Answer any five of the following. Each question carries 2 marks. (5×2=10 Marks)

- 1) What do you mean by grapevine communication ?
- 2) What is decoding ?
- 3) What do you mean by MIS ?
- 4) What is DSS ?
- 5) What is Expert System ?
- 6) What do you mean by information overload ?
- 7) What is ERP ?

II. Answer any four of the following. Each question carries 4 marks. (4×4=16 Marks)

- 1) Explain the process of communication.
- 2) Write any 4 characteristics of written communication.
- 3) State the difference between Data and Information.
- 4) What is Visual Communication ?



Answer **any four** of the following. **Each** question carries **6** marks. **(4×6=24 Marks)**

- 1) How can you overcome the barriers to communication ?
- 2) Discuss Inter personal Communication.
- 3) Explain the importance of electronic media of communication in business.
- 4) What are the different types of information ?
- 5) Draft a letter to the members of a committee intimating the date, venue and agenda for the next meeting.

Answer **any three** of the following. **Each** question carries **10** marks.

**(3×10=30 Marks)**

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- 1) Explain the different types of communication.
- 2) Prepare a resume for applying for the post of Marketing Manager in a MNC.
- 3) What do you mean by Report ? Explain the different types of report.
- 4) Discuss the role of MIS in business.