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F – 1010

Reg. No. :

Name :

**Third Semester B.Com. LL.B. (Five Year Integrated) Degree
Examination, September 2018
Paper – I : BUSINESS COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM**

Time : 3 Hours

Max. Marks : 80

- I. Explain **any five** of the following. **Each** question carries **2** marks. Answer should **not** exceed **50** words **each**. **(5×2=10 Marks)**
- 1) What is oral communication ?
 - 2) What is data ?
 - 3) What is non verbal communication ?
 - 4) What do you mean by financial information system ?
 - 5) What is report writing ?
 - 6) What is Internet ?
 - 7) What is Computer ?
- II. Explain **any four** of the following. **Each** question carries **4** marks. Answer should **not** exceed **120** words **each**. **(4×4=16 Marks)**
- 1) Explain the different types of non-verbal communication.
 - 2) What are the limitations of oral communication ?
 - 3) What is enquiry letter ? What are the different types of enquiry letter ?
 - 4) Prepare the CV with imaginary details.
 - 5) What are the limitations of MIS ?
- III. Explain **any four** of the following. **Each** question carries **6** marks. **(4×6=24 Marks)**
- 1) What is job application letter ? Explain its structure.
 - 2) What is written communication ? What are its advantages ?

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- 3) What are the advantages of internet ?
- 4) Explain the process of communication.
- 5) What is information technology ? What are the features ?

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

(3×10=30 Marks)

- 1) Explain the principles of effective communication.
- 2) What is resume ? Explain the different types of resume.
- 3) Elaborate the internet applications or functions.
- 4) What is MIS ? Explain the characteristics of MIS.

(4×4=16 Marks)

(4×6=24 Marks)