

Reg. No. : .....

Name : .....

**Third Semester B.Com.LL.B. (Five Year Integrated) Degree Examination,  
October 2020**

**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. Answer should not exceed **50** words each.

1. What is an order?
2. What do you mean by oral communication?
3. Define message.
4. What do you mean by intrapersonal communication?
5. What is salutation?
6. What is docketing?
7. What do you mean by TIS?

**(5 × 2 = 10 Marks)**

II. Answer any **four** of the following. **Each** question carries **4** marks. Answer should not exceed **120** words each.

1. Explain the importance of effective communication in business.
2. What are the advantages of oral communication.



3. What do you mean by body language?
4. What are grapevine chains?
5. What are the basic forms of data integration?

**(4 × 4 = 16 Marks)**

III. Answer any **four** of the following. Each question carries **6** marks.

1. Explain six C's of good communication.
2. Explain the barriers to communication.
3. Explain the importance of upward communication.
4. What are the characteristics of transaction information system?
5. What are the advantages of expert systems?

**(4 × 6 = 24 Marks)**

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

1. Write a letter placing order for Pattern No. 296 Vimal suiting @ Rs. 300 per meter – 20 Rolls and Pattern No. 476 Raymond Suiting @ Rs. 340 per meter 40 Rolls.
2. Explain the essential parts of a business letter.
3. Explain the factors that affect the presentations.
4. Explain the functional subsystems of Information systems.

**(3 × 10 = 30 Marks)**