

Reg. No. : .....

Name : .....

Third Semester B.Com. LL.B (Five Year Integrated) Degree Examination,  
October 2022

**Paper I : BUSINESS COMMUNICATION AND MANAGEMENT  
INFORMATION SYSTEM**

(Prior to 2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Explain **any five** of the following. Each question carries **2** marks. Answer should not exceed **50** words.

1. What are the merits of telephone talk?
2. Is oral communication more important?
3. Describe the importance of business enquiry letters.
4. What is mean by ERP?
5. Describe DSS.
6. What do you mean by MIS?
7. What is internal data?

(5 × 2 = 10 Marks)

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

1. Explain the features of a system.
2. What are the objectives of communication?
3. Explain the merits of communication.



4. Describe the importance of inter- personal communication in business.
5. Describe merits and demerits of oral communication.

(4 × 4 = 16 Marks)

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

1. Explain the steps in preparation of resume.
2. What are the features of MIS?
3. Explain the structure of business letters.
4. Explain the merits and drawbacks of interview.
5. What are the major presentation skills?

(4 × 6 = 24 Marks)

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

1. Explain in detail various types of information.
2. Write a letter specifying a business enquiry.
3. What are the essentials of oral communication?
4. What is communication? Explain the process of communication.

(3 × 10 = 30 Marks)