

QP CODE: 18103687



Reg No : .....

Name : .....

**B.Com. DEGREE (CBCS) EXAMINATION, DECEMBER 2018**

**First Semester**

**Complementary Course - CO1CMT03 - BUSINESS COMMUNICATION AND MIS**

(Common to B.Com Model III Computer Applications, B.Com Model III Office Management & Secretarial Practice,  
B.Com Model III Taxation, B.Com Model III Travel & Tourism)

2018 Admission only

8E5BDC6B

**Maximum Marks: 80**

**Time: 3 Hours**

**Part A**

Answer any **ten** questions.

Each question carries **2** marks.

1. What is Communication?
2. What is intra-personal communication?
3. What is press release?
4. What is a redressal letter?
5. What is quotations?
6. What is Partnership Deed?
7. What is an instrument?
8. What is a Telephone communication?
9. What is Video conferencing?
10. What is data processing?
11. What is systems approach in MIS
12. What is marketing Information system?

(10×2=20)

**Part B**

Answer any **six** questions.

Each question carries **5** marks.

13. What is Proxemics? Explain the concept of Proxemics.
14. What are the essentials of effective upward communication?
15. What are the objectives and importance of presentations?





16. State the difference between resume and covering letter.
17. Draft a specific power of attorney to appear before the sub-registrar for registration of documents.
18. Briefly explain the limitations of internet?
19. What are the various social media used for communication?
20. Explain the features of Information
21. Write a note on the relationship between MIS and decision making.

(6×5=30)

### **Part C**

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the Process of Communication with a neat diagram.
23. What is formal report and briefly explain the structure of a formal report?
24. Draft a deed of partnership.
25. Explain the role of MIS in different management levels.

(2×15=30)

