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Reg. No.....

Name.....

**FIVE YEAR B.Com., LL.B. (HONOURS) DEGREE EXAMINATION
FEBRUARY 2025**

First Semester

FC 2—BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

(2024 Admissions—Regular/2018 to 2023 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five questions.

Each question carries 3 marks.

1. List the advantages and disadvantages of face-to-face conversation.
2. What do you understand by Kinesics ?
3. Explain the 5 C's of verbal communication.
4. Describe the characteristics of effective recommendation letters.
5. What are the different types of collection letters ?
6. Define management information system.

(5 × 3 = 15 marks)

Part B

Answer any three questions.

Each question carries 10 marks.

7. What is meant by body language and explain the role of body language in making presentation.
8. What is a follow-up letter ? Explain the style of writing a follow-up letter ?
9. Discuss the impacts of technology in business communication.
10. Discuss the role of MIS on decision making.

(3 × 10 = 30 marks)

Turn over

Part C

*Answer any two questions.
Each question carries 15 marks.*

11. An International Organization in Mumbai wanted an application for the Post of Accounts Assistants. Qualification and experience : Commerce graduate with first class and 3 years experience in similar job. Draft a job application letter with imaginary address.
12. Draw up the layout of a business letter indicating the significance of each part.
13. Write a short note on :
 - a) Barriers to communication ;
 - b) Video conferencing ;
 - c) Non- verbal communication ; and
 - d) Merits and demerits of E-Mail.

(2 × 15 = 30 marks)