

F 7251

(Pages : 2)

Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.Com., LL.B. (HONOURS) DEGREE
EXAMINATION, MARCH 2022**

First Semester

FC 2—BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

(2020 Admissions—Regular)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five questions.

Each question carries 3 marks.

1. Define Communication and name its process.
2. What do you mean by Jargon ?
3. "MIS is a System for Information Management". Comment.
4. Describe the features of Tele Conferencing.
5. Write notes on Modified Block Form.
6. Narrate the concept of PROXEMICS.

(5 × 3 = 15 marks)

Part B

Answer any three questions.

Each question carries 10 marks.

7. Examine and evaluate the role of Internet in Information Technology and Communication.
8. Describe the steps usually followed in writing a Collection Letter.
9. Discuss the objectives and benefits of MIS to an organization.
10. A good business letter never says "NO". Do you agree ? How can the writer of a business letter avoid the use of "NO" ?

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks.

11. The Popular Electronics Limited, Chennai is inviting a secretary to its manager. Using dummy names and address, write an application letter for the post.
12. What are the essentials of a good business letter ? Discuss at least five of them with suitable illustrations for supporting your answer.
13. Discuss the principles of effective communication. What are the common barriers to communication in an organization ? Also suggest measures to its improvement.

(2 × 15 = 30 marks)