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Reg. No.....

Name.....

**FIVE YEAR B.Com., LL.B. (HONOURS) DEGREE EXAMINATION
APRIL 2024**

First Semester

FC 2—BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

(2023 Admissions—Regular/2018 to 2022 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

*Answer any five questions.
Each question carries 3 marks.*

1. What do you mean by Soft Skill ?
2. Describe the role of MIS in decision making.
3. State the methodology of Video conferencing.
4. Narrate the meaning of Power of Attorney.
5. What is "Proxemics".
6. Give the significance of body language in communication.

(5 × 3 = 15 marks)

Part B

*Answer any three questions.
Each question carries 10 marks.*

7. Describe the various types of communication with its merits and demerits.
8. Elucidate the steps in Collection Letter.
9. Describe the importance of communication in business highlighting its need and also its process.
10. Draft an application letter for the post of manager trainee in a travel agency using imaginary name and address.

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks.

11. Draw up the layout of a business letter indicating the significance of each part.
12. Examine the role of Computer and Internet in business communication.
13. What do you mean by Management Information System ? Evaluate the characteristics, need and benefits of MIS.

(2 × 15 = 30 marks)