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A – 5215

Reg. No. : ....

Name : ....

Second Semester B.Com. Degree Examination, July 2016
First Degree Programme under CBCSS
Core Course : CO 1241/CC 1241
BUSINESS COMMUNICATION AND OFFICE MANAGEMENT
(Common for Commerce/Commerce with Computer Applications)
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences **each**. **Each** question carries **1** mark.

1. What is grapevine communication ?

2. What is decoding ?

3. What are gestures ?

4. What is Quotation ?

5. Define unsolicited application letter.

6. What is resume ?

7. Define MIS.

8. What is status enquiry letters ?

9. What is search engine ?
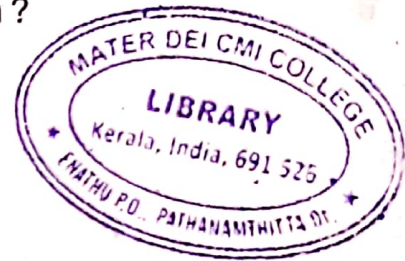
10. Define Protocol.

(10×1=10 Marks)

SECTION – B

Answer **any eight** questions in **not** exceeding **one** paragraph. **Each** question carries **2** marks.

11. Explain the process of communication.

12. Describe the essentials of business letters.

P.T.O.

13. Differentiate between oral and written communication.

14. Distinguish between offers and quotations.

15. Describe the channels of communication.

16. What are the essentials of a good system of indexing ?

17. What are the essentials of a good filing system ?

18. What are the principles of effective communication ?

19. Explain two new trends in office layout.

20. What are the functions of an office ?

21. What are the types of office manuals ?

22. What are the sources of collection of primary data ?　　　　(8×2=16 Marks)

SECTION – C

Answer **any six** in **not** exceeding **120** words. **Each** question carries **4** marks.

23. What are the media of written communication ?

24. Explain the features of Email package.

25. What are the major forms of teleconferencing ?

26. Differentiate between formal and informal communication.

27. What are the elements of a system ?

28. Differentiate between data and information.

29. What are the principles of effective communication ?

30. What are the factors that determine the size of office ?

31. What is the purpose of record management ?   (6×4=24 Marks)

SECTION – D

Answer **any 2** questions in **not** more than **three** pages. **Each** question carries **15** marks.

32. What are the different types of non-verbal communication ?

33. What are the advantages of internet ?

34. What are the methods of indexing ?

35. What are the objectives of communication ?   (2×15=30 Marks)

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