(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270207   Roll No. | | | | | | | | | |

MBA

(SEM. II) THEORY EXAMINATION 2013-14

BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours   *Total Marks : 70*

Note :– Attempt questions from each Section as per instructions.

SECTION–A

1. Attempt all parts of this question :   (7×2=14)

(a) Discuss the importance of communication in the modern-day business scenario.

(b) What is a symposium ? What preparation is required for conducting and attending a symposium ?

(c) Discuss how communication can be used as a tool for persuasion and motivation.

(d) Discuss the different levels of information.

(e) What is a system ?

(f) What do you mean by Economic Feasibility of a project ? Explain.

(g) Explain and differentiate between Entity and Attributes.

SECTION-B

2. Attempt any **three** parts of this question : (7×3=21)

(a) What is understood by models of communication ? Compare the Linear and Interactive models of communication.

(b) What is a report ? Discuss the types and the precautions that should be taken before writing a report.

(c) What is an interview ? Does an interviewer also need to prepare for an interview ? If yes, what preparation is needed ?

(d) Explain the ESS and DSS information need relating to any two functions of an organisation.

(e) What are the various subsystems of MIS ?

(f) What all should be taken into consideration while selecting an ERP solution ?

SECTION-C

Note :– Attempt all questions of this Section : (7×5=35)

3. What is a barrier in communication ? Discuss the various communication barriers and ways to overcome them.

OR

What is meant by channel and medium of communication ? Discuss the advantages and disadvantages of various communication channels.

4. How should letters of complaints and adjustments be drafted ? Draft a letter of complaint to a supplier about a batch of goods that have been received in a damaged condition.

OR

What are the various levels of management in an organisation and what are their information needs ?

5. "MIS has a role to play in all types of decisions. The role varies according to the types of decision." Explain how.

OR

'If system design begins without a clear cut statement by the manager, system analyst or technicians will provide their information needs rather than that of the organisations.' Explain how.

6. "ERP is a business management system that combines all the aspects of the business. It takes care of all activities in the organisation including planning, manufacturing, marketing and sales, etc." Explain how.

OR

"Information and communication technology is developing at an exponential rate, and thus is causing serious challenges for the system development and maintenance." Discuss with an appropriate example.

7. Write short notes on any **two** of the following :

(a) Importance of choice of appropriate words in communication

(b) Sales Letters

(c) Transaction Processing System

(d) Neural Network.