



G. S. College of Commerce & Economics, Nagpur

An Autonomous Institution

(Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University)

First Semester Master of Business Administration Examination (CBCS)

BUSINESS COMMUNICATION & INFORMATION SYSTEM

(MBC 1.6)

Time: 3 Hours

Maximum Marks: 80

N.B.: All questions are compulsory.

- Q. 1. Answer the following question in about 150-200 words. 10
- A) Explain the Formal and Informal types of Communication with their characteristics.
- OR
- B) Explain Channels of Communication and their limitations.
- Q. 2. Answer the following question in about 150-200 words. 10
- A) What is Business Correspondence? Explain etiquettes of Business writing.
- OR
- B) Explain Minutes and Tenders by giving examples.
- Q. 3. Answer the following question in about 150-200 words. 10
- A) What do understand by report-writing? Explain various types of reports.
- OR
- B) Explain e-mail etiquettes. Also explain the difference between formal and informal e-mail writing.
- Q. 4. Answer the following question in about 150-200 words. 10
- A) Explain the concepts of MIS and DSS with an example each on their application.
- OR
- B) Describe the relationship between MIS and e-Business.
- Q. 5. Answer the following question in about 150-200 words. 10
- A) Explain the concept of online and real-time information system along with its importance in today's Business Communication.
- OR
- B) Describe the concept of Data Mining and Data Warehousing with examples.

Q. 6. Answer the following question in about 150-200 words.

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A) Explain the concept of Business Intelligence in the context of Business Analytics and Knowledge Management.

OR

B) How is business performance managed? Explain in detail the Dashboard techniques for measuring the business performance.

Q. 7. Answer the following questions in about 75-100 words. (Any Five)

20

A) Explain Communication Barriers in an organisation with examples.

B) Explain the dos and don'ts in a Job Application.

C) Write a detailed note on Committee Report.

D) Explain the Importance of MIS in HR.

E) Define OLAP.

F) Explain the characteristics of Scoreboards.

