



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 AND 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) Define Business Communication. Explain the types and characteristics of Effective Business Communication.
OR
B) Describe in detail the Channels of Communication. What are its limitations?
- Q. 2 Answer the following question in about 150-200 words: 10
A) Explain in detail the importance of a covering letter and application letter, if one has to apply for a job. Give example to support your answer.
OR
B) Explain the importance and various types of Business Letters.
- Q. 3 Answer the following question in about 150-200 words: 10
A) Write a formal email to a car company, regarding bad service by the local dealer. The dealer was not able to solve your car problem. What factors will you consider while drafting the mail?
OR
B) Explain in detail the various types of Reports Writing. Why are they used?
- Q. 4 Answer the following question in about 150-200 words: 10
A) Define Information System. How does different 'Organisation Information System' enhance the organisational decision making? Explain in detail.
OR
B) What is MIS? Discuss the characteristics and advantages of HRIS.
- Q. 5 Answer the following question in about 150-200 words: 10
A) Define Data Mining. Explain the process and techniques of data mining.
OR
B) Define Online and Real Time Information System. Discuss the importance and limitations of OLAP.

- Q. 6 Answer the following question in about 150-200 words: 10
- A) Define Business Performance Management. Explain the techniques of projection of performance management for continuous monitoring.
- OR
- B) What is Business Intelligence? Discuss the framework of Business Intelligence in context to SCM and relate the concepts in detail.
- Q. 7 Answer the following questions in about 75-100 words: (Any Five) 20
- A) What is listening? List down its barriers.
- B) Give importance of Minutes and Agenda.
- C) Define Sales Report.
- D) Write short note on E-Business.
- E) State importance and definition of Data Warehousing.
- F) Define Business Analytics.

