Shiksha Mandal, Wardha's

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) What do you mean by communication? Give the importance of communication in
           business.

                                    OR

        B) Explain the process of communication. What are the barriers of communication?
           Explain.

Q. 2   Answer the following question in about 150 -200 words: 10
        A) What do you mean by "Order Letter"? State the factors to be considered in writing an
           Order Letter.

                                    OR

        B) What are the essentials of good business letter? Explain.

Q. 3   Answer the following question in about 150 -200 words: 10
        A) What are different types of Report? Explain any two.

                                    OR

        B) Give differences between Formal & Informal email writing.

Q. 4   Answer the following question in about 150-200 words: 10
        A) What are the various applications of MIS in business? Explain.

                                    OR

        B) Explain the role of MIS in production.

Q. 5   Answer the following question in about 150-200 words: 10
        A) What is OLAP? Why do you think OLAP is important as a tool & what are its short-
           comings?

                                    OR

        B) Explain the concept of Data Mining & Data Warehousing. Also differentiate between
           the two.

Q. 6   Answer the following question in about 150-200 words: 10
        A) What are the various techniques of Business Performance Management? Explain.
                                            OR
        B) What are the different types of knowledge management systems? Why do you think it
           is important for business?

Q. 7   Answer the following questions in about 75-100 words. (Any Five)   20
        a) Explain the types of communication.
        b) What is a tender? Give its essentials.
        c) Give 4 email etiquettes.
        d) Give a short note on DSS.
        e) Give any one example of Real Time Information System.
        f) Explain how feedback database can be used for knowledge management system.
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