

Printed Pages : 3



MB127

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

PAPER ID : 270207

Roll No.

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MBA

(SEM. II) THEORY EXAMINATION, 2014-15 BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours]

[Total Marks : 70

Note : Attempt **all** questions from each section as per the instructions.

SECTION - A

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

- a. What is an information system ?
- b. Highlight the importance of Business communication in the current business scenario.
- c. What are different levels of information ?
- d. How you will assess the economic feasibility of a project ?
- e. Differentiate between intranet and extranet.
- f. Define cross functional information system.
- g. Explain grapevine in communication.

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[Contd...

SECTION - B

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

- a. Define the term report. Explain the principle and precautions involved in writing a good report.
- b. Explain ESS and DSS information need relating to any two functions of an organization.
- c. Discuss various considerations involved in selecting and choosing an ERP solution.
- d. Explain the steps involved in the process of communication.
- e. Explain the various approaches to an effective communication.
- f. Highlight the parts and structure of a good business letter.

SECTION - C

Attempt all the questions of this section. (5×7=35)

3 What do you understand by the term communication barriers? Explain the various types of communication barriers and the methods to overcome them.

OR

Explain the various types of communication. Differentiate between formal and informal communication. Highlight the role and importance of informal communication in the organizations.

- 4 Draft a letter of appointment offering employment to a candidate who has been finally selected for the job.

OR

How should letters of complaint and adjustment be drafted? Draft a letter of complaint to the supplier about the defected goods received in the batch delivered.

- 5 "MIS plays a vital role in all decision systems. This role may vary according to the type of decision and decision requirements". Discuss and highlight the importance of MIS in decision making.

OR

What is artificial Intelligence (AI) ? Explain its various applications.

- 6 Explain Business process engineering and its importance in the present day's business scenario.

OR

What are strategic advantages with MIS ? Explain systems approach to problem solving.

- 7 Write Short notes of any **two** of the following :

- a. Neural Networks
- b. Enterprise communication and collaboration
- c. Models of Communication
- d. Differentiate between seminars, conference and symposia.