

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)**
- What is an information system ?
  - Highlight the importance of Business communication in the current business scenario.
  - What are different levels of information ?
  - How you will assess the economic feasibility of a project ?
  - Differentiate between intranet and extranet.
  - Define cross functional information system.
  - 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.