

**First Semester e-M.B.A. (Distance Mode) Degree Examination
June 2009**

**Paper 6 : CORPORATE COMMUNICATION AND MANAGEMENT
INFORMATION SYSTEM**

Time: 3 Hours

Max. Marks: 80

SECTION A

Note: 1. Answer the following.
2. Each one carries TWO marks.

1. a. Define the principle of communication.
- b. What are persuasive messages?
- c. Distinguish between memorandum and circular letter
- d. What is the master plan in MIS?
- e. Define data warehousing.

SECTION B

Note: 1. Answer any FIVE of the following questions.
2. Each one carries SEVEN marks.

2. How does feed-back form an important part in the communication cycle? Explain.
3. Explain the functions and types of written communication.
4. What are the essentials and advantages of effective business letter.
5. How do MIS aid top management in controlling?
6. What are the tangible factors that are to be considered while evaluating the alternatives?
7. What are the functions and purposes of DBMS?

SECTION C

Note: Answer the following questions. Question Nos. 8&9 carries 10 marks. Q.No. 10 carries 15 marks.

8. a. What are the different information flows that business communication strategies must address?

OR

- b. Business information handling helps in warning the enterprise regarding any threats that lie ahead, Do you agree? If so, Comment.
9. a. Communication in olden days differs from that of the latest generation. How?

OR

- b. Explain with appropriate examples the various steps in the process of decision-making.
10. Critically evaluate the major activities involved in conducting B2C transactions in E-Commerce.