

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2015-17)**  
**First Semester Examination December 2015**

<b>Subject</b>	<b>Business Communication and MIS</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>		<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>3</b>	<b>Date</b>	<b>17.12.2015</b>

**Section- I**  
**Business Communication**

**Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.**

**Q1) 10 Marks (Compulsory)**

You are the Assistant Vice President, Retail Channels of NXT Bank Ltd. As part of the employee development program, you need to organize a 2 to 3 days training program at ABC Business School for your top 25 performing Senior Managers. This training should be on business analytics and effective leadership. Write a letter to the person concerned at ABC Business School inquiring the details of their program best suiting your requirements and the total cost involved.

**Attempt Any TWO from the Remaining FOUR Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Discuss the objectives of Business Communication?
- b) "The different directions of communication have their own importance in an organization." Comment
- c) How can an organization overcome the barriers to be effective in the communication process?

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is grapevine communication? When can it be useful or harmful to an organization?
- b) Compare and contrast the limitations of oral and written communication.
- c) Write short notes on
  - i) Courtesy in business
  - ii) Clarity of expression

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) "A good system of communication makes use of both oral as well as written means of communication". Comment
- b) What do you understand by cross-cultural communication? Cite relevant **examples**
- c) You are applying for a summer training position (any specialization) in ABC Co. Ltd. Write a career objective statement.

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) You are a Finance/HR/Marketing/Operations student studying MMS. Write a cover letter for a summer training position at ABC Bank Ltd.
- b) What is effective communication? Explain
- c) "I use the words that communicate the message best. I don't care whether they are positive or negative" Discuss

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## **Section – II** **MIS**

**Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.**

**Q1) 10 Marks (Compulsory)**

Company A does machining, welding, finishing, and assembling. The company uses two large numerically controlled work centers containing tools controlled by a computer. There were several problems, one of the major ones being programming of the machines. Errors in the programming created conflict between the programmers and operators.

In studying this situation, it was noted that machine programmers were segregated from machine operators not only by physical location, but also educational and vocational backgrounds. As a result, communication between them was very low. Machine programmers had difficulty in programming machines efficiently.

Questions:

- a) What was the problem being faced by the company in the above case?
- b) Suggest a solution based on the limited facts given.

**Attempt Any TWO from the Remaining FOUR Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Explain DSS as a tool for decision making.
- b) 'A person who understands all about computer hardware, software, and programming

may not be suited to design a computer based MIS'. Why not?  
c) What is an integrated system? Explain

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How might the following employees be affected by a comprehensive MIS
  - i) Accounts receivable clerk
  - ii) Financial analyst for vice president
- b) Organisational MIS is a combination of functional subsystems and management activities. Explain
- c) Briefly explain the 3 kinds of information systems in an organization.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are decisions? What are the types of decisions? How can MIS aid decision making?
- b) Write short notes on i) decision rules ii) Firewall
- c) What are the various steps in MIS project planning?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What are the key steps of conceptual system design?
  - b) Write short note on i) Knowledge management ii) Data communication
  - c) It is important to build information system controls to ensure information system security. Why or Why not?
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