VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
First Semester Examination December 2014

Subject	Business Communication and Management Information System (BCMIS 01)		
Roll No.		Marks	60 Marks
Total No. of Questions		Duration	3 Hours
Total No. of printed pages	6	Date	03-12-2014

(Note: Solve Section I and II on separate answer sheets)
<u>Section I</u>

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

Q1) 10 Marks (Compulsory)
 A. Read the passage and answers the questions that follow:
"<u>One Hundred Dollars</u>"
Leonard James is a homeless man. For him, life is always hard. He is always hungry. His shoes have holes in them. He needs a haircut. His clothes are old and dirty. "What I would do with one hundred dollars!" Leonard says. This is a game he likes to play with himself to take his mind off things. He is walking down the street on a Thursday night. The winter air is cold on his face. "If I had one hundred dollars, I could buy new socks," he says. He continues to walk down the street. "If I had one hundred dollars, I could get a haircut," he says. He continues to walk down the street. "If I had one hundred dollars, I could buy new pants," he says. He continues to walk down the street. "If I had one hundred dollars, I could get a hamburger," he says. His stomach rumbles at the thought. "If I had…." Leonard looks down at the sidewalk. He cannot believe what he sees! Someone has lost his wallet. Leonard picks it up. Inside are five twenty-dollar bills. "One hundred dollars!" Leonard says. He is very excited. "Now I can buy everything I want!" Then Leonard begins to think. "But this is not my money," he says. Leonard goes to the police station. He gives a police officer the wallet and money. "Thank you," says the police officer. "You are a very honest man." Leonard smiles. He turns around and begins to leave the police station. "Hold on," the police officer says. He reaches in his own pocket and gives Leonard ten dollars. "Get yourself something to eat."

A. Multiple Choice Questions   [7 Marks]
 1) What is life like for Leonard?
    A. It is hard.   B. It is easy. C. It is warm. D. It is full of good food.
 2) How does the reader know that Leonard is poor?
    I. He finds a wallet.
    II. He has no home.
    III. He is always hungry.
    A. I only   B. I and II   C. II and III   D. I, II, and III
 3) Why does Leonard think about what he would do with a hundred dollars?
    A. It helps him go to sleep.
    B. It takes his mind off things.
    C. The police officer asks him to.
    D. He knows he will find the money.
 4) What time of year is it?
    A. spring   B. summer   C. fall   D. winter
 5) What does Leonard say he would do with a hundred dollars?
    I. get a haircut

II. buy new clothes
III. get a hotel room
A. I only   B. I and II   C. II and III   D. I, II, and III

6) Why does Leonard's stomach rumble?
   A. because he is hungry
   B. because he is tired
   C. because his clothes are dirty
   D. because he is homeless

7) "He cannot believe what he sees." What is another way to write this sentence?
   A. He thinks what he sees is crazy.
   B. He feels what he sees is good luck.
   C. He thinks what he sees cannot be true.
   D. He thinks what he sees is scary.

8) Why does Leonard go to the police station?
   A. because he owes money
   B. because he wants a reward
   C. because the wallet is not his
   D. because he has committed a crime

9) What kind of man does Leonard seem to be?
   A. bad   B. dumb   C. good   D. old

10) As used at the end of the story, what does it mean to be honest?
   A. to feel good   B. to want more   C. to be truthful   D. to be hopeful

11) How does Leonard seem to feel about what he has done?
   A. angry   B. happy   C. sad   D. unsure

12) What does the police officer give Leonard?
   A. advice   B. a handshake   C. money to eat   D. the one hundred dollars

13) What kind of man does the police officer seem to be?
   A. angry   B. busy   C. kind   D. mean

14) Why does the police officer give Leonard ten dollars?
   A. to surprise Leonard
   B. so Leonard feels better about returning the wallet
   C. because it is part of his job
   D. because he wants to get Leonard off the streets

15) If you found one hundred dollars, would you keep it? Why or why not? [3 Marks]

Attempt any TWO from the remaining FOUR Questions
Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
a) Read the following sentences and choose the best definition for the italicized word by searching for context clues in the sentence.
   1. The doctors were pleased that their theory had been *fortified* by the new research.
         a. Reinforced   b. altered   c. disputed   d. developed
   2. The captain often *delegated* responsibility to his subordinates, so as to have time to do the important tasks himself.
         a. Analyzed   b. respected   c. criticized   d. assigned
   3. The news about toxic waste dumping *aroused* the anger of the many listeners of news broadcast.
         a. Informed   b. appeased   c. provoked   d. deceived
   4. The spokesperson must *articulate* the philosophy of an entire company so that outsiders can understand it completely.
         a. Trust   b. refine   c. verify   d. express
   5. The air in the rainforest was *humid*, making the heat seem even more smothering than before.
         a. Hot   b. damp   c. hazy   d. volatile

b) According to a Czechoslovakian proverb, "Better a lie that soothes than a truth that hurts". Do you agree? Why or why not? Use specific reasons and examples to support your answer. (Word limit: 150)

c) Write a short note on the benefits of effective team communication.

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

a) 1. Rewrite the sentences correctly. [3 marks]
   1. The office had been being blown up by terrorists.
   2. This government could be bringing down by this scandal.
   3. One of the prisoners was beat up.

   2. Choose the correct alternative: [2 marks]
1. I've got ___ money. Let's have coffee. (a little/a few)
2. He's been in London ___ five days. (for /since)
3. They made ___ mistakes, but it was ok. (a little/ a few)
4. These instruments haven't been used ___ many years. (for/since)

b) Read the short passage and answer the questions that follow:

An Atom Apart

Have you ever walked through a cloud of gnats on a hot summer, only to have them follow you? No matter how you swat at them, or even if you run, they won't leave you alone. If so, then you have something in common with an atom.

Atoms are the building blocks of molecules, which when combined, make up everything. From the smallest one-celled amoeba, to every person who has ever lived, to the largest and brightest stars in the sky, atoms are everywhere. Even way back in the time of ancient Greece, they wondered about atoms. That's where the word comes from, ancient Greece. The word A'tomos when translated into English means: something that cannot be divided any further. So what does an atom look like? Up until very recently no one could say one way or another. Technically we can't see individual atoms, since there are no microscopes powerful enough. Since technology improves all the time, it may not be long before we can actually see a whole atom through a special microscope. Even though scientists cannot see atoms with microscopes, they have developed ways to detect them and learn about them. Atoms are made up of three basic parts; protons, neutrons, and electrons. There is a core, or nucleus, and an electron cloud. The nucleus is made up of positively charged protons and neutral neutrons. The nucleus is held closely together by electromagnetic force.

Protons and neutrons make up the nucleus of the atom. A cloud of electrons orbits the nucleus. The negatively charged electrons are bound to the nucleus, and zap around it in a cloud. Do you remember the cloud of gnats? The gnats would be the electrons zipping around you, the nucleus. There are different ways atoms are classified. They can be classified into elements, like oxygen, carbon, or hydrogen. All of the elements known to man so far can be found on the periodic table. The number of protons an atom has decides the chemical element.

The number of electrons defines the atom's chemical properties, like its melting temperature and boiling point. The study of atoms and tiny particles that are even smaller is called quantum mechanics. Scientists still have much to learn about atoms. Maybe you will enter the study of quantum mechanics and find a brand new element. Maybe they'll even name it after you!

1. What are atoms? [1]
   a. tiny particles that make up all matter
   b. tiny particles that can only be seen with a microscope

c. tiny particles that look like gnats

d. particles that are so large they cannot be seen

2. What does the word A'tomos mean in ancient Greece? [1]
3. What is quantum mechanics? [1]
4. The author begins this article by comparing a cloud of gnats to an atom. What do the gnats represent? What does the person walking through the gnats represent? [2]

c) What is the importance of Communication in Management? State any two important management functions.

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

a) Many cities suffer from serious air and noise pollution- as well as endless traffic jams- because of too many cars. Some people feel that cities like Mumbai with extensive transportation systems should ban passenger cars and force people to walk, bike or use public transportation. Do you think this is a good idea? Why or why not? (Word limit: 150)

b) Write a short note on the objectives of Business Communication.

c) The French playwright Moliére wrote, "The greater the obstacle, the more glory in overcoming it." Tell us about a time you overcame a great difficulty. (Word limit: 150)

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

a) 'Communication is the nervous system of an organization'. Explain

b) Some people are actively involved in promoting or supporting a cause, such as the release of international political prisoners or protecting the environment. Is there a cause you actively support? Write an essay convincing readers to support that cause. (Word limit: 150)

c) Convert the following Negatives into Affirmatives, without changing the meaning:
   1. Nobody was absent.
   2. He did not live many years in India.
   3. No one could deny that she was pretty.
   4. I am not a little tired.
   5. There is no smoke without fire.

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

Q1) Read the case and answer the questions mentioned at the end of the case.10 Marks
The Spark Batteries Ltd.

The Spark batteries Ltd. is a leading alternate energy solution provider that provides services to various companies in North India and households in NCR region. SBL supplies generators, invertors, batteries and spare parts required for these product lines. Spark batteries has 30 sales cum service offices in North India. SBL also has a major service workshop based in Mayapuri industrial area of West Delhi. All major service requests are processed and maintained in the service workshop. SBL service workshop provides two kinds of services. One - preventive cum routine maintenance and two – on call basis. SBL tries to offer an uptime of 98% for most of the products that are covered under preventive maintenance scheme. SBL also offers a warranty of one month on all call basis repairs. Customers who have SBL products are happy, but the services offered are not as per claims. SBL has a large workforce of 100 employees at its service workshop who handle on an average about 300 complaints on daily basis. Because of large number of service requirements, they need to maintain large amount of inventory of spares.

The basic challenge that they are facing is to manage the spare parts inventory and to keep the service schedule for better customer satisfaction. This requires replacements of critical spares, testing of systems, and regular servicing. In case of the items received at the service workshop, it was found that the items are not serviced properly during maintenance stage.

SBL maintains a card based system to keep track of services being performed. They record the basic information about the product and the customer in the service card like the model, the type, the customer name and address and last service done on etc. It also maintains the history of services carried out on the product for future planning.

Company also wants to use the card data for preventive maintenance, but that is not happening as these cards are only available at service workshop. Some of the customers also request for similar kind of info. For getting their generators/invertors serviced on time. Preventive maintenance is mostly handled by the sales offices. Each sales office has at least one service engineer. Service engineer maintains its own record of preventive calls. There is no check about the preventive process at central level.

For complaints received at the service workshop, following procedure is being followed. Every complaint is recorded and a complaint number is generated. Customer is requested to bring in their equipment for service at pre defined date and time. After necessary verification, estimate is given to the customer with expected date and time. The job card is them handed over to the concerned service dept. for necessary repairs and replacements.

After any service, a delivery note is written with complaint number and the tasks carried out. Based on delivery notes from each dept. a consolidated bill is made for customer for payment.

Company is unable to maintain service level of 98% due to manual work. Most of the times, the necessary spares are not available. Also customer faces problems in bringing equipment to service workshop. Spark batteries wants an automated system to solve all these problems and to do better planning.

1. Identify the problems being faced by Spark Batteries.
2. What kind of info. System the SBL would need?
3. What kind of Info. They should manage to achieve service level of 98%?
4. Suggest the type of data, they should capture and manage at: sales office and service workshop.

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

a) Draw a context level DFD and a level-1 DFD for the following system.

Joe's builders' suppliers has a shop and a yard. His system is entirely manual. He has a stock list on the wall of his shop, complete with prices. When a builder wants to buy supplies, he goes into the shop and picks the stock items from the list. He writes his order on a duplicate docket and pays Joe, who stamps the docket as paid. The builder takes the duplicate docket and he goes to the yard and hands it to the yard foreman. The yard foreman gets the ordered items from the yard and gives them to the builder. The builder signs the duplicate docket and leaves one copy with the foreman and takes one copy as a receipt. Every week, Joe looks around the yard to see if any of his stock is running low. He rings up the relevant suppliers and reorders stock. He records the order in his order book, which is kept in the yard. The yard foreman takes delivery of the new stock and checks it against what has been ordered. He pays for it on delivery and staples the receipt into the order book. At the end of every month, Joe goes through all the dockets and the order book and produces a financial report for the shareholders.

b) Draw a level 1 Data Flow Diagram for Library management System.

c) Explain Herbert Simon decision making model with eg.

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

a) At which level in the organization, the unstructured decisions are taken? Explain with suitable example.

b) Explain how inventory management system can help in Decision support in the organization.

c) Explain DSS as a tool for decision making.

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

a) Imagine a situation where you have some information about natural calamity which is going happen in future. Explain, how the different attributes of quality of info. has to play a major role in reacting to given situation

b) "Management report s are said to be the health indicators of any organization." Explain with example.

c) Explain how Organization can be treated as an open system. Give suitable eg.

Q5) Write short note on any two of the following: *10 Marks*

a) Principles of Information Security

b) Cyber law

c) Organization as a system