



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Supply Chain Management & Logistics
Post Graduate Diploma in Materials Management -2 years
PAPER No. 3

Dec 2018

Business Communication

Date : 24.12.2018
Time : 2.00 p.m. to 5.00 p.m.

Max. Marks : 100
Duration : 3 Hrs.

Instructions:

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|---|-------------------------|
| 1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. | Total : 20 Marks |
| 2. From Part B – Answer any 3 questions out of 6 questions. Each question carries 20 marks. | Total : 60 Marks |
| 3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions (5 questions of 4 marks each) | Total: 20 Marks |

PART A **Total 20 marks**
(Compulsory- each sub-question carries one mark)

Q.1 Please state whether the following statements are “True” or “False”.

- 1) Communication between the peers working on the same level is called lateral communication.
- 2) All communication is not sharing of information.
- 3) Communication skill is not required in negotiation.
- 4) All formal communication is in writing.
- 5) Non verbal communication is more important than verbal communication. .

Q.2 Match the following:

Column A	Column B
(1) Communication within the organization	(A) Legal Sanctity
(2) Affecting effectiveness of communication	(B) To perceive things as per our own mindset
(3) Undated communication	(C) Demo Official letters
(4) Selective perception	(D) Communication barriers
(5) Letters addressed by name to invite personal attention of the addressee	(E) Internal communication

Q. 3 Fill in the blanks:

- a. Related documents sent with a letter are called _____
- b. _____ of a letter is sent for information to other concerned parties.
- c. The reports are made impressive and effective by _____
- d. _____ Is the list of items to be discussed during the meeting
- e. Knowing about the attributes of the audience is called _____

Q.4 Write the full form of the following. (1 Mark each)

- (1) C.C.
- (2) D. O.
- (3) ECE
- (4) R.Q.
- (5) A. A.

PART B

[Total 60 marks]

Answer any three out of the following five questions: (20 Marks each)

- Q.5** What is communication? "Communication is the life blood of an organization" Elaborate.
- Q.6** Define verbal and non-verbal communication. Give advantages and disadvantages of written communication.
- Q.7** a. Differentiate between formal and informal communication.
b. Explain how barriers to communication are overcome.
- Q.8** a. Explain barriers to effective listening.
b. State the guidelines for effective
- Q.9** Write short notes on any four: (4 x 5 = 20 marks)
- a. Computer data security
 - b. Significance of Report
 - c. Essentials of a commercial letter
 - d. Meetings & Seminar
 - e. Presentation of speech
 - f. Listening Skills

PART C

[Total: 20 Marks]

Q.10 CASE STUDY- Compulsory

Two of the main purposes of business communication are to inform & to persuade.

Read the following paragraph attentively. It is written in an informative but dry and unstructured style.

“The new bakery and coffee shop called ‘Pierre’s Boulangerie’ will open in Green Meadows shopping Centre on 1 June. It will make artisanal breads with special flour imported from France. The owner, Pierre Gilbert, emigrated from France to this country and has spent the last two years equipping and decorating the bakery. The shop will be minimalist in style. The light brown wooden furniture was hand-crafted by local workers from a sheltered co-operative which was established to give trade skills training to young ex-prisoners. It is hoped that the bakery will prove to be popular with the local community.”

Questions

1. Now rewrite the paragraph above in your own words as an interesting and persuasive article fit for publication in the newsletter.
2. Give the article a heading, use logical layout and add any additional information that you think might add interest to your article which is designed to promote the new bakery.
