



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Supply Chain Management & Logistics
Post Graduate Diploma in Materials Management -2 years

Dec 2019

PAPER No. 3
Business Communication

Date : 23.12.2019
Time : 2.00 p.m. to 5.00 p.m.

Max. Marks : 100
Duration : 3 Hrs.

Instructions:

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. 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”. (5 Marks)

- 1) The feedback should be constructive.
- 2) Artificial Intelligence (AI) systems enable companies to forecast and influence future predictions.
- 3) Forecasting – determines organization object and polices-
- 4) Body Language is Verbal form of communication.
- 5) Listening process are 04 types.

Q 2. Match Colum A Colum B : - (5 Marks)

Colum A		Colum B	
1	Julia T.Wood	A	Information and Communication Technology
2	ICT	B	Communication
3	Proxemics	C	Space Language
4	Feedback	D	Eye Contact
5	William Henry	E	Constructive

Q. 3 Fill in the blanks: (5 Marks)

- A. Communication derived from Latin word _____.
- B. _____ skill of communications are Reading, Writing, Speaking, and listing
- C. Verbal Communication means communicating with words, _____ or spoken ,
- D. “Kinesics” literally means body _____.
- E. Koontz,” Typical means for _____.

Q.4 Write the full form of the following. (1 Mark each) (5 Marks)

- (1) SMS : (2) E-Mail (3) RSPV (4) NB (5) FYI

PART B

[Total 60 marks]

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

- Q.5** What is communication? "Elaborate Importance and Objective Communication in a organization"
- Q.6** What are the Principles of effective communication. Explain 7 Cs of effective communication.
- Q.7** Explain Objectives and guidelines to write a Covering Letter in Business Correspondence ?
- Q.8** Discuss advantages and disadvantages of written Communication :
- Q.9** Write short notes on any four: (4 x 5 = 20 marks)
- a. Body Language (Kinesics)
 - b. Curriculum Vitae (CV)
 - c. Quotation Letter
 - d. Seminar & Workshop
 - e. Types of Listening
 - f. Listening Skills

PART C

[Total: 5x4=20 Marks]

Q.10 CASE STUDY- Compulsory

Mr. Anand Mathur, the HR Manager, was a very impatient person. He liked to talk more and listen less. There were regular complaints regarding his impatient behavior. Mr. Shiv Prakash, the Office Secretary, was a very dedicated and sincere person. He always used to reach in time and complete his job with full sincerity. His behavior towards his colleagues and boss was also very humble. Recently, he was facing some problems in his family. So he went on leave very often in a few days. He could not even concentrate on his work and made a lot of mistakes in the paper work. Mr. Mathur called him in his office and enquired the reason for his absence and delay in work. When Mr. Prakash tried to explain the situation, Mr. Mathur did not give a very supportive ear to listen to his problem; rather, he snubbed him and asked him to be regular in his work.

The problem being faced by Mr. Prakash was effecting his work as well as health. He could not help, but he continued to be irregular in his work in the office. He did not have anyone in the office with whom he could share his problem. After a few days, Mr. Mathur called him once again in his office and asked about the reason on Mr. Shiv's irregularity, but this time, Mr. Shiv did not reply, but just kept silent. Mr. Mathur asked him whether he wants to continue his job or not? Even then, Mr. Prakash did not reply. He quietly came out of the office and resigned from the job.

Questions

1. Why did the company loose an efficient person like Mr. Shiva Prakash?
2. Why did Mr. Prakash kept silent when he was enquired by Mr. Mathur the second time?
3. Did the silence of Mr. Shiv communicate something?
4. Which skill was lacking in Mr. Mathur?
5. Could good Listening play a role in saving the job of Mr. Shiv Prakash?
