



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

Dec 2022

PAPER No. 3 (enrollment code –CPM, CPS)
PAPER No. 2, (enrollment code- PMM,PSM, CMM,CSM)

Business Communication

Date : 12.12.2022
Time : 2.00 p.m. to 5.00 p.m.

Max. Marks : 70
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 10 marks. Total :30 Marks
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions
(5 questions of 4marks 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) Most of us communicate instinctively.
- 2) Communication is not a systemic process.
- 3) Written communication does not require great skills and competencies in language. .
- 4) Perception is a personal barrier.
- 5) A neutral message is one that does not incite emotions.

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

Colum A		Colum B	
1	Halo effect	A	Information and Communication Technology.
2	ICT	B	A cognitive bias.
3	Proxemics	C	Change in behaviour.
4	Feedback	D	Space Language.
5	Psychomotor	E	Constructive.

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

- a) _____ is an Official statements given to both electronic and print media.
- b) _____ feedback_ is Issue-focused and observation-specific .
- c) _____ has three main elements: specific content, audience and presenter.
- d) _____ is a large pack of paper on a stand where you can write key points
- e) _____ ending the presentation with an inspiring message.

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

- (1) SMS (2) FAQ (3) RSPV (4) NB (5) FYI

PART B

[3 x10 = 30 marks]

Answer any three out of the following five questions: (10 Marks each)

- Q.5 a)** What are the ten commandments of listening? **5 marks**
b) Which are the different styles of reading? **5 marks**
- Q.6 a)** What are the points to be considered for effective business writing? **5 marks**
b). Describe the uses of an e-mail ? **5 marks**
- Q.7 a)** Explain the guidelines of delivering an effective presentation? **5 marks**
b) What are the key concerns of the business report writing? **5 marks**
- Q.8 a)** Describe how to conduct face-to-face communication with clients and customers? **5 marks**
b) Briefly describe the different types of meetings. **5 marks**
- Q.9** Write short notes on any two: (2 x 5 = 10marks)
a) Persuasive messages. b)Types of reports.
c) Recovery Letter. d)The eyes shout what the lips fear to say.

PART C

[Total: 5x4=20 Marks]

Q.10 CASE STUDY- Compulsory

Mr. Deepak Bhatia had the worst history with secretaries. They happened to come and go even faster than the seasons, and he badly needed someone to hold up with the workload. He wished the new one would be fine.

Geeta was very happy while joining her new job after her secretarial course. She asked one of female employee to direct her to Mr. Deepak Bhatia's office and after a small pause, the woman provided her the direction on her arrival. Mr. Deepak immediately stood up from his chair and came to the door to greet Geeta. He directed her to one of the visitor chairs and then sat against the desk next to her, making her feel comfortable. The next twenty minutes were spent going over her duties and making a list. However, Mr. Bhatia occasionally leaned over to check whether the list was being prepared correctly or not. Geeta understood the work details well, and she responded pleasantly.

Arya Sharma has been working in this organization for five years, and in due course, she had seen ten secretaries who came and went. She presumed something was not right with Mr. Bhatia and his secretaries, but none ever uttered anything about it. When the new secretary came in, Arya was surprised seeing her so late, but was not at all surprised by her attractive looks. Arya whispered to her friends: "Here comes one younger and sweeter thing for Deepak to feed on. Have you ever noticed that all his secretaries are young and attractive?" Her friends giggled and went on with their work. Later, Arya saw Mr. Bhatia and observed that he was acting pretty friendly with Geeta.

Geeta spent much time at office and wanted to be harmonious with staff.

Deepak went over Geeta's duties. She seemed anxious. So, he tried to comfort her. As he did so, she reacted with what looked like a flirting behavior. Deepak was confused what to do and he said nothing.

Answer these Questions on the basis of Case Study .

1. What non-verbal cues were at play in this case?
2. What elements may have led to several different meanings for the same behavior?
3. How to handle new employee?
4. what suggestions you will give to Mr. Deepak Bhatia?
5. what you learnt from this case study?
