



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No. 3 (enrollment code –CPM, CPS)

Dec 2023

PAPER No. 2, (enrollment code- PMM,PSM, CMM,CSM) [OFFLINE EXAM]

Business Communication

Date : 11.12.2023
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) Executive summary describes the problem statement and helps the clients in identifying challenges.
- 2) Defining the problem and the purpose is the first step of report planning.
- 3) Communication is a cyclic process that involves at least two people
- 4) Paralanguage is verbal communication.
- 5) The replies requested in a letter of enquiry are provided by using a cover letter

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

Column A		Column B	
1	Business communication	A	Memo/ circular
2	ICT	B	No legal validity
3	Internal communication	C	Skype
4	Verbal communication	D	Information and Communication Technology
5	Non-verbal communication	E	Sign language

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

- A. The four main objectives of communication are to inquire, inform, persuade and develop_____.
- B. Managers need to be good communicator to plan, organize, lead and_____
- C. Process of communication include sender, encoding, message, channel, receiver, _____,
- D. Communication means_____and understanding of intended information
- E. A_____is normally put forth in an indirect speech

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

- (1) ICT (2) BCC (3) ASAP (4) TBA (5) PFA

PART B

[Total 30 marks]

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

- Q.5** What is communication? “Elaborate the Importance and Objectives of 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** What is a presentation, how to plan and prepare for a presentation. Guidelines of effective presentation:
- Q.9** Write short notes on any two: (2 x 5 = 20 marks)
- Types of Group Discussions
 - Covering letter
 - Role of room layout in the effectiveness of presentations
 - Conveying negative messages

PART C

[Total: 5x4=20 Marks]

Q.10 CASE STUDY- Compulsory

Mr. Krishnan, B.Tech (Electronics) from a leading university works for an Electronics Industry as a Project trainee. Mr. Krishnan is reporting to Mr. Ravi, Project Manager. Mr. Krishnan's strengths are a) very good at performing tasks b) committed to all deadlines and very pleasing personality and company was also happy and given him charge of entire procurement team that reviews electronic items. He interacted with overseas suppliers for reviews and issues and was in the limelight.

One day Mr. Krishnan received an offer from another electronics manufacturing company over phone. Mr. Krishnan decided to talk to Mr. Ravi to know the company's intention on hiring him. Mr. Ravi promised him that his training will be for 3 more months and after that there will be a formal interview which will be only a formality as appraised by Mr Ravi. After the discussion, Mr. Krishnan decided to decline the other company's offer. He waited for the due day for the interview. During the interview none of his managers (including Mr. Ravi) were present. They asked lot of out of context questions. Even though he answered them, they did not take him on board. When he enquired with Mr. Ravi, he washed his hands and said interview panel's decision was final

Mr. Krishnan tried with the other company, who gave him offer but to his surprise they completed the recruitment.

Questions

1. What are major communication barriers
2. Elaborate on the mistakes committed by manager as well as Mr. Krishnan
3. What are the conflicting statements
4. What is the role of HR and its policy to avoid such mistake in future