



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No. 2, (enrollment code- PMM,PSM, CMM,CSM) [ONLINE EXAM]

Dec 2023

Business Communication

Date : 11.12.2023
Time : 2.00 p.m. to 5.00 p.m.

Max. Marks : 70
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. 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 | Total: 20 Marks |

PART A

[Total 20 marks]

(Compulsory- each sub-question carries one mark)

Q. 1. State True or False (Do not reproduce the statement) (5 marks)

- a) In theatre style layout, chairs are arranged in arcs; rows facing forward
- b) Application letter is the first contact with the potential employer
- c) A persuasive message is one which attempts to convince the reader to take action
- d) Humor is the most important aspect of a confident presentation
- e) Reading comprehension is made up of two factors, text comprehension and vocabulary knowledge

Q.2 Fill in the blanks. (5 marks)

- 1) According to Carl Rogers Real communication occurs when we listen with_____.
- 2) Communication is a cyclic process that involves at least _____people
- 3) Advantage of oral communication, it saves _____
- 4) Reading is a ____ process which involves comprehending of words , Symbols to have meaningful explanation
- 5) A report prepared about the growth of an organisation is called _____

Q.3. Write the full form (5 marks)

1. BRB, 2. ASAP 3. CTA, 4. ETA, 5. PFA

Q. 4. Match A and B (5 marks)

	Column A		Column B
1.	Steps-Summary writing	A	skype
2.	Business communication	B	formal & written suggestion
3.	Verbal communication	C	Gender Neutral
4.	Language of the e mail	D	No legal validity
5.	Proposals	E	Four steps

PART B [Total 30 marks]

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

- Q5- a)** Explain how to write Instructions, guidelines to create effective manuals [5marks]
b) Describe the easy to carry telephonic communication with clients and customers [5marks]
- Q6** Write short notes on any two [2x5=10marks]
a) Persuasive message **b)** Recovery letter
c) Conveying negative messages **d)** Types of group discussion
- Q7. a)** Explain the guidelines in writing an effective application letter by candidate seeking for a job [5marks]
b) Identify the contents of CV/resume [5marks]
- Q.8 a)** Explain objectives and guidelines to write a covering letter for Business Communication [5marks]
b) Explain how to draft a response letter [5marks]
- Q.9 a)** What are the ten commandments of listening? [5marks]
b). Elaborate on different styles of reading ? [5marks]

PART C

[Total: 20 Marks]

Q.10 CASE STUDY- Compulsory

Mr. Christopher was simultaneously enrolled in a university writing course and working as a trainee in manufacturing plant

As a part of his work, Christopher shadowed his supervisor/mentor on safety of inspection of plant and was asked to write up the results of inspection in compliance report/memo.

In the same week Christopher's writing instructor in the institution assigned the class to write a narrative story based on some personal experience.

Christopher trying to be efficient thought that plant visit experience could provide the basis for his essay assignment.

He wrote essay first and was pretty good at it. Christopher submitted his essay to his writing instructor and got **A grade** and he was very happy.

His superior at the manufacturing plant asked him to prepare a compliance report/memo based on his observations in the manufacturing plant. He had never seen a compliance memo/ report, so was not confident of the task.

Christopher revised his original essay about the inspection experience and submitted to the supervisor concerned. His manufacturing supervisor told him that the report is unacceptable and he has to rewrite the entire report. Compliance report should contain various parameters related to the safety in a systematic manner and should conform to certain standards.

He studied the methodology to make a compliance report and revised the report and submitted to his superiors and was appreciated by the immediate superior.

Questions:

1. What is the mistake Christopher made while making the compliance report
2. What went wrong in the first report submitted to the manufacturing supervisor
3. How Christopher modified the report to make it compliant to the norms
4. List norms for report writing and sequential steps involved in report writing (Five Ws and one How)
