



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

Dec 2024

Business Communication

Date : 16.12.2024
Time : 2.00 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) With the advent of modern technology, emails have been redundant
- 2) Cognitive Behavioral Therapy is very useful in overcoming glossophobia .
- 3) The major objective of written communication is to share ideas and information .
- 4) SMSC short message service centre transmits the message.
- 5) A synopsis provides a summary of key elements of a project.

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

Column A		Column B	
1	Olfactory Communication	A	Part of Email
2	SMTP	B	Formal and Written Suggestion
3	Presiding Officer	C	Constructive
4	Feedback	D	Sign Language
5	Proposal	E	In charge of the Meeting

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

- A. The release of company's annual report is a type of -----communication.
- B. No provision of feedback during oral communication is known as ----- communication.
- C. Kinesis is also known as -----
- D. Reading comprehension has----- parts.
- E. ----- line is a statement describing the main focus of the letter.

Q.4 Explain in one line. (1 Mark each) (5 Marks)

- 1) Business Communication –.
- 2) ICT
- 3) Hallow Effect –
- 4) Time Language –
- 5) Stakeholders –

PART B

[Total 30 marks]

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

- Q.5** a) What are the six essential elements in communication? (5 Marks)
b) explain Features of business letter? (5 Marks)
- Q.6** a) What is the significance of business communication? (5 Marks)
b) What is a presentation? (5 Marks)
- Q.7** a) What is kinesics? Discuss the role of body language in communication? (5 Marks)
b) What are the principles of effective writing? (5 Marks)
- Q.8** a) Describe the types of listening.? (5 Marks)
b) what are the Uses of an email (5 Marks)
- Q.9** Write any two short notes (2 x5 =10 marks)
a) Different styles of reading?
b) Skimming
c) Three elements of presentation

PART C

[Total: 10X2 =20 Marks]

Q.10 CASE STUDY- Compulsory

An entrepreneur Sneha has to perform stand up comedy in front of a live audience for a charity event. She used to make presentations in her business meetings, but she did not enjoy doing this comedy performance .so before the day of performance she was really nervous and decided to take the help from a professional counsellor, During therapy it is found that fear of disapproval from audience was the main reason. one need to understand that the approval of others is out of your control and cannot be guaranteed, sometimes it works or don't Counsellor advised her to focus on her act. She can record her performance to increase her confidence and to help her to overcome nervousness and worry. she happily agreed to follow this. Sneha did the same as per new believe of performing with ease and confidence

Questions

- Q1. What was the biggest fear of Sneha for performing at the standup comedy?
Q2. Which methods are used by Sneha to overcome the problems