



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

**Dec 2024**

**PAPER No. 2**  
(enrollment code – PMM, PSM, CMM, CSM)

**Business Communication**

**Date : 16.12.2024**  
**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 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 4 marks each) **Total: 20 Marks**

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**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) Most of us communicate instinctively
  - 3) Communication is a cyclic process that involves at least two people
  - 4) Paralanguage is verbal communication.
  - 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	Business communication	A	Memo/ circular
2	Feedback	B	No legal validity
3	Internal communication	C	Skype
4	Verbal communication	D	constructive
5	Non -verbal communication	E	Sign language

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

- A. I \_\_\_\_\_ is an official statement given to both electronic and print media
- 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. \_\_\_\_\_ ending the presentation with an inspiring message

**Q.4 Write the full form of the following.**

**(5 Marks )**

(1) SMS (2) BCC (3) FAQ (4) TBA (5) PFA

## **PART B**

**[Total 30 marks]**

**Answer any three out of the following five questions: 3 x 10 =30 Maeks**

**Q.5** What is communication? "Elaborate Importance and Objective Communication in a organization"

**Q.6** **what are the points you will consider for effective business letter/report writing as a Manager**

**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 = 10 marks)

- a. Persuasive messages
- b. Curriculum Vitae (CV)
- c. Covering letter
- d. Popular Room layout for presentations

## **PART C**

**[Total: 5x4=20 Marks]**

**Q.10 CASE STUDY- Compulsory**

Bruce, a research chemist for a major Petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and data from toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly safe and effective insecticide.

Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bruce's report and his toxicity tests. A few hours of further testing confirmed that one of Bruce's compounds was the safe, economical insecticide they had been looking for.

Bruce had since left the company, because he felt that the importance of his research was not being appreciated.

1. What is the cause for the company's failure in understanding the product specification
2. What is the methodology of good report making
3. Elaborate various steps involved in a report writing
4. What is the advise to Bruce.