



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 2025

Business Communication

Date : 16.12.2025
Time : 2.00 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 (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) Noise is anything that restricts you from receiving a message
- 2) With the advent of modern technology e mails have become redundant
- 3) Halo effect is a cognitive bias where a person is biased towards a certain person due one attractive trait
- 4) Kinesics is a nonverbal form of communication.
- 5) Comprehension is the process of understanding what is being read

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

Column A		Column B	
1	vocal	A	Presentation
2	Proxemics	B	sophisticated reading
3	Gloassophobia	C	Fear of public speaking
4	Skimming	D	space language
5	Visual aids	E	Speech

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

- A. Business correspondence written by the seller to buyers with regards to collection of dues-----
- B. An -----refers to the list of activities that would be taken up or discussed during a meeting
- C. A well designed presentation uses -----effectively to reinforce the main points & enhance understanding
- D. Social media has eliminated -----barriers, allowing people to connect and communicate worldwide.
- E. -----employs end to end encryption ensuring that only communicating parties can access the message

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

- 1) Press Release. 2) A troll 3) Campaign 4) Synopsis 5) Notice

PART B

[Total 30 marks]

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

- Q.5** a) Explain the barriers of Business Communication (5 Marks)
b) Distinguish between formal and informal communication (5 Marks)
- Q.6** a) Explain the pre requisites of good nonverbal communication (5 Marks)
b) Describe the characteristics of an effective speech (5 Marks)
- Q.7** a) Explain different methods to enhance reading skills (5 Marks)
b) Explain the purpose of Recovery letter (5 Marks)
- Q.8** a) Describe the use of notice, agenda and minutes (5 Marks)
b) Explain four steps involved in Summary writing (5 Marks)
- Q.9** Write any two short notes (2 x5 =10 marks)
- a)Types of visual aids in Presentation b) Preparing a synopsis
c)Types of meeting d) Etiquettes in business

PART C

[Total: 10X2 =20 Marks]

Q.10 CASE STUDY- Compulsory

Julie works at the Sheraton Towers in Melbourne. At the Sheraton she works in the housekeeping department. Her role within the department is to train all new staff members in general housekeeping skills. She is training a new staff Anna today on how to clean and maintain the Mini Bar in the guest room. Anna who has recently joined and hailing from India. Anna finds it difficult to understand Julie's Australian accent. Anna requested Julie to repeat her verbal instructions for cleaning and re stocking Mini Bar and she is still not understood properly. Anna decides to complete the task her way before moving to another room where she repeats the same task.

After Anna completed the task that was assigned to her, Julie check to see that tasks were completed to job specification. Julie quickly discovers that Anna has not done the task as per the instructions She wonders how this could happen. Julie asks Anna to re do the entire task before going home, which she politely refused saying that she wants to go Home. Julie threatened Anna that she will complain to the Manager as well HR department in case Anna failed to complete the task

Questions

1. Why communication failed here (5 marks)
2. How to improve communication between Anna and Julie (5 marks)
3. What methods Julie should use to re affirm Anna's understanding about the task (5 marks)
4. What are the learning from this case (5 marks)