



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

Dec 2025

PAPER No. 2
(Enrollment code : PMM, PSM, CMM, CSM)

Business Communication

Date : 16.12.2025
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 20 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 4 marks 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) Clear and concise communication reduces misunderstanding
- 2) Non verbal communication plays a major role in how messages are interpreted
- 3) Feedback is essential for ensuring understanding and improving communication
- 4) Written communication provides a permanent, reliable record
- 5) The replies requested in a letter of enquiry are provided by using cover letter

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

Colum A		Colum B	
1	Sender	A	Memo/ circular
2	ICT	B	No legal validity
3	Internal communication	C	Person who initiates communication
4	Verbal communication	D	Information and Communication Technology
5	Feedback	E	Response from the receiver

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

- A. A communication that flows from subordinates to superiors is known as _____ communication
- 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. Barriers that arise due to poor language, unclear words, or jargon are called ----- barriers

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

- (1) EOM (2) BCC (3) MOU (4) TBD (5) PFA

PART B

[Total 30marks]

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

- Q.5** a)What is communication? “Elaborate Importance and Objective Communication in a organization” (5 Marks)
b) Why do managers needs to be effective communicators ? (5 Marks)
- Q.6** a) Differentiate between formal and informal communication (5 Marks)
b)Discuss the impact of ICT (Information and communication Technology on business communication(5 Marks)
- Q.7** a)Explain Objectives and guidelines to write a Covering Letter in Business Correspondence? (5 Marks)
b) Discuss the purpose and features of a business letters (5 Marks)
- Q.8** a) what is a presentation, Give guidelines of effective presentation: (5 Marks)
b) Explain the guidelines of writing an effective CV/Resume (5 Marks)
- Q.9** Write short notes on any two (2x 5 =10 marks)
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|--|--------------------------------|
| a. CV | b. Covering letter |
| c. Popular Room layout for presentations | d. Conveying negative messages |

PART C

[Total: 5x4=20 Marks]

Q.10 CASE STUDY- Compulsory

A manufacturing company Orion, producing industrial machine components, had been facing frequent production delays and increased defect rates. After an internal audit, management discovered that ineffective communication between the design, production and quality control departments was major contributor. Design updates were often passed verbally on the shop floor, leading to inconsistent interpretations. Production workers complained that instructions were unclear or incomplete, while the quality control team found it difficult to trace errors back to their source due to missing documentation.

Recognizing the severity of the issue, Management introduced a formal communication protocol. All design changes were now required to be documented digitally and shared through a centralized communication system accessible to all departments. Daily briefing meetings were introduced at the beginning of each shift, ensuring that supervisors communicated updates clearly and provided opportunities for workers to ask questions. The company also implemented sessions focusing on effective workplace communication emphasizing clarity, documentation and accountability.

Within four months, the company observed significant improvements. Production errors decreased, workflow became smoother, and employee confidence increased. workers reported that they felt more informed and better supported in their roles. Although challenges in adapting new digital system remained, the leadership team believed that strong communication practices were key to maintaining quality and efficiency in a fast paced manufacturing environment.

Questions:

1. What communication problems contributed to Company's production delays
 2. How did the new communication protocol improve work flow
 3. Why is proper documentation important in manufacturing communication
 4. Which communication strategy implemented by the company was most effective and why
 5. What further steps could company take to strengthen communication across departments
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