



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

July 2019

PAPER No. 3

Business Communication

Date : 22.07.2019

Max. Marks : 100

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

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 out of 5 questions. Each question carries 20 marks. **Total : 60 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 Select the right option.

5 marks

1. This is necessary for communication.
a) Common culture b) common platform c) common understanding
2. This is the process to convert a thought into a message.
a) Encoding b) decoding c) channel
3. This social media tool can be used for internal business communication.
a) LinkedIn b) Face book c) Skype.
4. The feedback should be
a)Judgmental b) Critical c) Constructive
5. Title page of the report is an element of
a) Visual aids b) finalizing the headings c) Developing the outline

Q.2 Fill in the blanks

5 marks

1. Workshops are addressed to _____ group of people.
2. _____ conversation allows people living far away from each other can conveniently exchange important information.
3. A _____ is an unbiased communication of factual information that serves some purposes of business.

4. _____ is an equivalent of letters or mails but is sent electronically.
5. Reading comprehension is made up of two factors text comprehension _____ knowledge.

Q.3 True or False

5 marks

1. With the advent of modern technology, emails have become redundant.
2. Seriousness, professionalism and confidence can be conveyed by sitting and standing up straight.
3. The major objective of written is to share ideas and information in a comprehensible manner.
4. The replies or information requested in a letter of enquiry are provided using cover letter.
5. The minutes of resolution include resolutions passed and the details of the discussions preceding the resolution.

Q.4 Match Col "A" and Col "B"

5 marks

Column A	Column B
1 annual report	a) against answering work emails during non-work hours
2 France	b) written communication
3. Space language	c) gaining information
4. Reading	d) to create impressive effect
5. Rhetoric	e) Proxemics

PART B

[Total 60 marks]

Answer any three out of the following five questions: (20 Marks each)

- Q. 5. a) What are the components and key points of the 3*3 feedback model? 10 marks**
- b) Why do managers need to be effective communicators? 10 marks**
- Q.6 a) which social media tool is most popular for corporate communication? Explain your point of view why it is so? 10 marks**
- b) "A picture is worth a thousand words" comment. 10 marks**
- Q.7 a) Describe the types of listening? 10 marks**
- b) Describe the methods to overcome glossophobia? 10 marks**

Q.8 a) what are different styles of reading? 10 marks

b) Discuss the various types of business letters? 10 marks

Q.9 Write short notes on any four: (4 x 5 = 20 marks)

a) Types of minutes of meetings.

b) Report writing process.

c) Uses of Visual aids.

d) Principles of Effective Writing.

e) Storyboard.

PART C

[Total: 20 Marks]

Q.10 CASE STUDY- (Compulsory)

An aviation organization, "Fast Reach" which is the international leader in designing, manufacturing and servicing of aircrafts, had a vast base of employees including experts, engineers, designers, technicians who must communicate with customers and clients to achieve organizational objectives.

Many employees faced writing challenges in both its internal and external teams like feedbacks about issues in the organizations creations, to interact with outlets, to resolve issues and to respond supervisors concern.

Writing clear and effective proposals are keys to the business success: but many fail to write precise and to the point.

So they opted for help from professional institute in technical writing course to address multiple audiences and undertake revisions.

This course offered participants with a greater understanding of how to draft out effective technical documents, the customized features like proofreading and formatting internal documents helped employees in polishing their writing processes.

Answer the following Questions based on above case study.2*10 =20

Q.1.What were the challenges faced by employees in this company?

Q.2 what are the points to be considered for effective business writing?
