



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No. 3 (enrollment code –CPM, CPS)
PAPER No. 2, (enrollment code- PMM,PSM, CMM,CSM)
Business Communication

June 2023

Date : 12.06.2023
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 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. State True or False (Do not reproduce the statement) (5 marks)

- a) Report is not a summation of information.
- b) There are 12 commandments of listening.
- c) Written records provide legal authority.
- d) Proof reading is finding and correcting mistakes.
- e) Presiding officer is not an officer in charge of the meeting,

Q.2 Fill in the blanks. (5 marks)

- 1) The release of company's annual report is _____ and external communication
- 2) One to one briefing is a form of _____
- 3) There is no provision of feedback during oral communication _____
- 4) Reading processes are recognizing words & _____ them
- 5) A report prepared about the growth of the organization is _____ report.

Q.3. Choose the correct option` (5 marks)

- a) **Halo effect**
- b) Body language
- c) Space language
- d) Skimming
- e) Business proposal

Q. 4. Match A and B (5 marks)

	Column A		Column B
1.	Gloss phobia	A	Written Suggestion
2.	Rhetoric	B	Job seeker
3.	Cover letter	C	Report planning
4.	Proposal	D	To be persuasive
5.	Work plan	E	Fear of public speaking

PART B [Total 30 marks]

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

- Q5- a) Describe the types of listening? [5marks]
c) Describe the characteristics of a good speech? [5marks]
- Q6, Write short notes on any two [2x5=10marks]
a) E- mail
b) Telephone communication
c) Five W's and one 'H
- Q7. a) Explain features of a good business letter? [5marks]
b) Describe Types of business letter [5marks]
- Q.8 a) Explain report writing process? [5marks]
b) How to deliver effective presentation? [5marks]
- Q.9 a) Which are different styles of reading? [5marks]
b). What do you mean by comprehension and precis? [5marks]

PART C

[Total: 20 Marks]

Q.10 CASE STUDY- Compulsory

VIACK is the company behind the VIA Assured Collaboration Service, a fully secure online collaboration solution. VIA enables business and government professionals to meet with colleagues and clients anywhere, working together and sharing information as easily and effectively as if they were in the same conference room. The advantages of the software for clients are savings in downtime, travel and administrative expenses; enhanced productivity; and more responsive service. VIACK Corporation was founded in 1999.

VIACK is both functionally and geographically divided. The offices are located in different places due to the location of the talent and the client base. For example, because the engineering talent is located in Delhi, Mumbai much of the R&D staff is located there. Because VIACK is a supplier to the government sector, they have a sales office in Mumbai. In addition, their corporate office is located all over India. Amazingly, even with the different locations, VIACK still feels like a small, family-owned business with a very open culture.

VIACK credits the company culture to their own software. They use their online collaborative tool, which they market, for communicating within the company. Rather than a telephone, employees use the collaboration tool with a webcam and a headset. The collaboration tool enables staff to see 14 people on the screen with audio and instant messaging capabilities. Typically, employees gather in a main area, and they can communicate with staff in all of the different locations. In addition to technology, there is a real openness in the attitude of top management. Management frequently stops in and sees employees at the different locations. Face-to-face communication is still used a great deal at VIACK. Especially during challenging times, management ensures that they are accessible. For example, the CEO will go to the engineering facility when there are difficulties getting new products out. These face-to-face communication strategies make sure the staff feels valued and supported. This also encourages staff to express opinions to management. Overall, VIACK is a flat organization without a lot of structure. Using an open-door policy and delegating broad areas of responsibilities, the staff works together in an environment of mutual respect. VIACK used to have an anonymous suggestion system, but it is no longer used because people now feel comfortable asking the CEO hard questions

Questions:

1. Identify different channels of communications used by VIACK. And which according to you is the most effective channel and why?
2. Which are the communication barriers you see in the above case? How to overcome them?
