



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Supply Chain Management & Logistics
Post Graduate Diploma in Materials Management -2 years
PAPER No. 2 New Syllabus(OFFLINE EXAM)
(enrollment code- PGMM/PGSM)
Business Communication

June 2024

Date : 10.06.2024
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 10 marks. **Total : 30 marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total : 20 marks**
(5 questions of 4 marks each)

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) The replies or information requested in a letter of enquiry are provided using a covering letter
 - 2) Body language is a reflection of our thoughts and feelings
 - 3) The study of space language is called as Proxemics
 - 4) Noise is anything that restricts you from receiving a message.
 - 5) Communication gap is the main reason for conflict/misunderstanding

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

Column A		Column B	
1	Business communication	A	No legal validity
2	Verbal communication	B	Skype
3	Proof reading	C	avoid grammatical /spelling errors
4	Hook	D	Practice , eye to eye contact
5	Effective presentation	E	End the presentation with a inspiring message

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

- A. _____ is an expression of an idea or message
- B. The application letter is your first contact with a Potential _____
- C. A neutral message is one that does not incite _____
- D. Formal reports which prepared for organizational purpose are defined as _____ reports
- E. An _____ refers to the list of activities that would be taken up during a meeting

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

- (1) UI (2) FAQ (3) ASAP (4) TBA (5) PFA

PART B

[Total 30 marks]

Answer any three out of the following five questions:

- Q.5** a) Describe why communication is important/significant for business (5 marks)
b) Impact of ICT on business communication (5 marks)
- Q.6** a) Discuss various types of non verbal communications (5 marks)
b) Discuss the importance of facial expressions and eye contact in communication (5 marks)
- Q.7** a) Describe the characteristics of an Ideal Speech (5 marks)
b) List ten commandments of listening (5 marks)
- Q.8** a) What is the purpose of a Recovery letter (5 marks)
b) Describe the types of business letters (5 marks)
- Q.9** Write short notes on any Two (2 x 5 = 10marks)
a. Types of Group Discussions b. Curriculum Vitae
c. Covering letter d. Popular Room layout for presentations

PART C

[Total: 5x4=20 Marks]

Q.10 CASE STUDY- Compulsory

THE INSTRUCTION MANUAL SCARED THE CUSTOMERS AWAY

Saga Software, one of the first to enter office automation, had built a reputation for designing high quality and user friendly database and accounting programmes for business and industry. When they decided to enter the word processing market, their engineers designed an effective, versatile and powerful program that Saga software felt sure would outperform any competitor

To be sure that their new word processing program was accurately documented, Saga software asked their senior program designer to supervise writing the instruction manual. The result was a thorough accurate and precise description of every detail of program operation

When Saga Software began marketing its new word processor, cries for help flooded in from office workers who were so confused by massive manual that they could not even find out how to get started. Then several business journals reviewed the program and judged it "too complicated" and "difficult to learn". After the impressive start, sales of the new word processing programme plummeted.

Saga software eventually put out a new clearly written training guide that led new users step by step through introductory exercises and told them how to find commands quickly. Bu the rewrite costs Saga software financial loss and a years lag in the marker and its reputation for producing easy to use business software

Questions:

1. Briefly explain the mistake done by the company in promoting its new product
2. What is the corrective action introduced by the company
3. Elaborate the steps involved in preparing a Instruction Manual
4. Impact on company's revenue and reputation
5. in your opinion how and who should prepare an instruction Manual
