



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(ONLINE 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 20 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. Select the right answer from the multiple choices **(5 marks)**

- i) Halo effect is a form of
 - a) Organizational barrier
 - b) Personal barrier
 - c) Social barrier
 - d) Cultural barrier
- ii) The expectation that the receiver has based on past experience is referred as
 - a) Cultural context
 - b) Physical context
 - c) Temporal context
 - d) Socio-psychological context
- iii) Moving eyes quickly through a text to get some specific information is
 - a) Scanning
 - b) Skimming
 - c) Surveying
 - d) Intensive reading
- iv) A synopsis contains all of the following EXCEPT
 - a) Title
 - b) Objectives
 - c) Expected outcomes
 - d) Detailed analysis
- v) 'SMS' stands for
 - a) Short message service
 - b) Sorted message structure
 - c) Special message status
 - d) Social media service

Q. 2. State True or False (Do not reproduce the statement) **(5 marks)**

- a) Communication is a cyclic process involving a sender and a receiver.
- b) Glossophobia is a barrier to developing reading skills.
- c) Reading is an interactive learning process between the reader and the writer.
- d) A short overview of an entire project is executive summary.
- e) Quora is a professional platform for digital communication.

Q.3. Fill in the blanks. (Do not reproduce the statement) **(5 marks)**

- a) Sender is connected to a receiver through a _____ of communication.
- b) Heart, mind, eyes, and ears are involved in _____ listening.
- c) A business letter should have _____ power.
- d) _____ is the most powerful and flexible tool for presentation.
- e) _____ is free-to-use messaging and calling app.

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

	Column A		Column B
1.	Kinesics	A	Effect of time
2.	Proxemics	B	Pitch & tone
3.	Paralanguage	C	Feeling of touch
4.	Haptics	D	Intimate zone
5.	Chronemics	E	Eye contact

PART B**[Total 30 marks]****Answer any three out of the following five questions:**

- Q.5** a) Explain the process of communication. **(5 marks)**
b) Explain the barriers to business communication. **(5 marks)**
- Q.6** a) Explain the limitations of oral communication. **(5 marks)**
b) Explain the types of listening with examples. **(5 marks)**
- Q.7** a) Differentiate between slow reading and normal reading. **(5 marks)**
b) Enumerate five principles of effective writing. **(5 marks)**
- Q.8** a) Explain various types of business summary. **(5 marks)**
b) What are the considerations for making an effective presentation. **(5 marks)**
- Q.9** Write short notes on any two: **(2 x 5 = 10 marks)**
a) Synopsis
b) Minutes of meeting
c) Features of whatsapp
d) Troll

PART C**[Total: 5 x 4=20 Marks]****Q.10 CASE STUDY- Compulsory**

ABC Ltd. located in Vadodra manufactures stuffed PCB for its various clients across the country. Because of their PCB quality their business is increasing day by day. To cope up with the increased volume of business they decided to buy a new wave soldering machine. They floated enquiry for the wave soldering machine and received 4 quotations from various suppliers details of which are given below.

Supplier 1: M/s Spinco India, Chennai. They quoted an Ex works price of Rs 2.8 lakhs plus GST @18%. Delivery 6 months plus delivery charges.

Supplier 2: M/s Spectrum Corporation, Mumbai quoted a price of 3.2 lakhs inclusive of delivery charges plus GST @18%. Delivery within 8 weeks.

Supplier 3: M/s Vintech Ltd. Gurgaon offered a price of 2.9 lakhs plus GST @18% plus delivery charges. Offered a delivery time of 8 weeks. All suppliers are offering a warranty of 1 year.

Questions:

1. Prepare a quotation in the name of Vintech Ltd to be submitted to ABC Ltd. **(5 marks)**
2. Prepare a presentation slide comparing the quotations. **(5 marks)**
3. Prepare an agenda for the negotiation meeting with Spectrum Corporation. **(5 marks)**
4. Prepare a purchase order in the name of Spinco India for the supply of wave soldering machine. **(5 marks)**