



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

June 2024

PAPER No. 2, (enrollment code- PMM,PSM, CMM,CSM)

Business Communication

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 1mark

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) In a board room style, a single large table surrounded by chairs on both sides
- b) In a CV, educational qualifications should be listed Newest to the Oldest
- c) A negative message sends out information that would disappoint the receiver
- d) While scanning, we do not go through the whole text, but let our eyes wander until we find what we are looking for
- e) Minutes of resolution include solution passed and the details of the decision in preceding the resolution

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

- 1) A person not paying attention as you speak is a _____
- 2) For main objective of communication are to inquire, inform, persuade and develop _____
- 3) The most important characteristics of good speech are clarity of _____ and expression
- 4) Business correspondence written by the seller to buyer with regards to the collection is called _____
- 5) The reports which are not prepared on a routine basis are called _____ -

Q. 3. Match A and B

(5 marks)

	Column A		Column B
1.	ICT	A	Prepared at regular intervals
2.	Presiding Officer	B	Information and communication Technology
3.	Routine reports	C	An office in charge of the meeting
4.	Hook	D	End the presentation with an inspiring message
5.	Internal communication	E	Memo / Circular

Q.4 Write Full forms:

1. FYI, 2. BCC , 3. EoM , 4. TBA, 5. PFA

PART B

[Total 30 marks]

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

- Q5 a) Differentiate between Formal and informal communication [5marks]
b) Differentiate between verbal and non verbal communication [5marks]
- Q6, Write short notes on any two [2x5=10marks]
a) Type of group discussions
b) Popular Room layout for presentation
c) Types of reports
d) The eyes shout what the lips fear to say
- Q7. a) What is a presentation, why it is used [5marks]
b) What are the three elements of presentation [5marks]
- Q.8 a) Explain meaning of meeting and how it is convened [5marks]
b) Define media management and its importance [5marks]
- Q.9 a) Describe the way to carry out telephonic communication with clients and customers [5marks]
b). List the advantages of telephonic communication [5marks]

PART C

[Total: 20 Marks]

Q.10 CASE STUDY- Compulsory

Adlux health is a South India based Non profit organisation that owns and runs hospitals which provide acute care, Primary care and specialty care services

Almost all organizations go through internal or external changes from time to time. Similarly organization in health care also undergo changes such as advances in health care sector, innovations in health department, alternatives in health care increase in the demand of employees, merger of hospitals, slow destruction of leaders etc.

Adlux wanted to extend their facilities to North India and doubled its staff in one year span to meet increased demand in health care. Adlux decided to hold a meeting of its managers. This was the largest meeting / gathering till then. Management knew that they needed to give attendees of the meeting, tools for navigating changes and must build cohesion among the newly created teams of managers across the organisation. It was also essential to inspire and motivate everyone so that they could return to work re energized and more resilient.

Now it became essential to communicate to all the employees that such high level changes will continue and they must adapt to the new situation. So to ensure a good meeting, **organisation leaders decided to bring two well known speakers** to train the personnel. Boring meeting often fail to deliver the meaning to the attendants

Meeting was convened and the eminent speakers ensured that nobody in the meeting would feel bored and they would take interest in the message which was communicated. Speakers were humorous and interesting. As a result they were attentive, participating and active attendants. So they produced productivity in their meeting.

After the meeting it was reported that all the participants made highly positive comments about the way of presentation of the speech by faculty. Meeting made a good balance of message and humour in their speech.

Questions:

1. Explain the meaning of meeting and purpose of the meetings
2. What was the outcome of the meeting and whether it satisfied the objective of the management
3. How did the organisation ensured that the employees who attended the meeting are not influenced negatively.
4. How to convene a meeting
