



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

**June 2025**

**Date : 16.06.2025**

**Max. Marks : 70**

**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. 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**

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**PART A**  
**(Compulsory- each sub-question carries one mark)**

**[Total 20 marks]**

**Q.1 Please state whether the following statements are “True” or “False”. ( 5 Marks )**

- 1) Feedback is most helpful when it includes clear suggestion for improvement
- 2) In communication Perception is a Personal barrier
- 3) Chronemics is referred to as study of how time affects communication
- 4) There are mainly four types of barriers for effective listening
- 5) Chevron style of Room layout is U sharped seating

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

<b>Colum A</b>		<b>Colum B</b>	
1	Synopsis	A	Fear of public speaking
2	Acronyms	B	Reading style
3	Club House	C	Audio based networking App
4	Skimming	D	Abbreviation
5	Glossophobia	E	Summary/Precis

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

- a. A message is said to be complete if it includes all the necessary information along with a \_\_\_\_\_
- b. Dinner table conversation , casual phone calls etc are a form of -----communication
- c. \_\_\_\_\_ is the last step in the process of writing a summary
- d. \_\_\_\_\_ are record of discussion, decisions and planned action during a company meeting
- e. \_\_\_\_\_ is primarily focused on professional networking, job searching and industry related discussions

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

(1) IP      (2) FAQ      (3)HTML      (4) TBA      (5)ERP

## **PART B**

**【Total 30 marks】**

**Answer any three out of the following five questions:**

**Q.5** a) Describe why communication is significant for organisation (5 marks )  
b) Why do managers need to be effective communicators (5 marks )

**Q.6** a) Describe downward communication (5 marks )  
b) What is the difference between formal and informal communication (5 marks )

**Q.7** a) Define characteristics of a good speech (5 marks )  
b) Describe Gloassophobia and suggest methods to overcome Gloassophobia (5 marks )

**Q.8** a) Explain how can we write good summaries and the steps involved in preparing summary (5 marks )  
b) E mail has gained much popularity, Explain How (5 marks )

**Q.9** Write short notes on any Two (2 x 5 = 10marks)  
a. Presentation  
b. Silent reading  
c. Cover letter  
d. Benefits of electronic media for communication

## **PART C**

**【Total: 5x4=20 Marks】**

### **Q.10 CASE STUDY- Compulsory**

A mid-sized e commerce company specializing in handmade crafts and artisan products faced challenges in reaching a wider audience and increasing brand awareness. Despite offering unique and high quality products, their market presence was limited and they sought to leverage digital media to expand their reach and engage with potential customers.

The primary challenge for the e commerce company was the limited visibility of its brand in highly competitive on line market. The company needed to overcome the hurdle of reading a broader audience, effectively conveying its brand story and establishing a connection with potential customers. Innovative and scalable solution was required for sustained growth

The company implemented a comprehensive digital strategy to address the identified challenges. Strategy included social media campaigns, influencer collaborations, engaging content marketing. Co invested in a blog on their website producing engaging and informative content related to hand made crafts, artisan products. Content not only attracted organic traffic but also positioned the brand as an authority in its niche. Encouraging customer share their own experiences with products through hash tags

The above actions increased brand visibility to higher engagement levels. This has resulted in boost in sales, enhanced brand image increased market share.

#### **Questions:**

1. What are the challenges faced by e -commerce company ( 5marks)
2. What are the strategies/ideas tried by the company to take care of their market situation (5 marks)
3. Do you think that the effective usage of Digital Media will boost brand awareness (5 marks)
4. What is the outcome of implementing new strategy related to Digital Media. ( 5 marks)