



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

**June 2025**

**PAPER No. 2**  
(Enrollment code – PMM, PSM, CMM, CSM)  
**Business Communication**

**Date : 16.06.2025**  
**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 **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 4 marks each) **Total: 20 Marks**

**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 four main objectives of communications are to inquire, inform , persuade and develop good will
- 2) Active listening is the act hearing a message with proper understanding
- 3) Kinesics is a verbal form of Communication
- 4) Objective of cover letter is to introduce the applicant and his/her credentials to the potential employer
- 5) Skimming is the rapid reading of a text for getting a rough idea of the subject

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

Column A		Column B	
1	Flip chart	A	conflict/ misunderstanding
2	Chair person	B	cognitive process
3	Chevron Style	C	Training session
4	Reading	D	Meeting
5	Communication Gap	E	Presentation

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

- A. A vocal form of -non -verbal communication is known as \_\_\_\_\_
- B. The release of company's annual report is a type of written -----
- C. A cognitive bias where a person is biased towards a certain person due one attractive trait is-----
- D. Communication ---- is the main reason for conflict /mis understanding
- E. A report is prepared about the growth of the organisation is called-----

**Q.4 Expand the following terms ( 5 marks)**

- a) CEO                      b)YTD                      c)TBA                      d)WFH                      e) ASAP

## PART B

[Total 30 marks]

*Answer any three out of the following five questions: 3 x 10 =30 marks*

- Q.5** a) As managers , communication is very crucial in running a business. Define Principle of effective communication ( 5 marks)  
b) Differentiate between verbal and non-verbal communication ( 5 marks)
- Q.6** a) Define the characteristics of an effective speech ( 5 marks)  
c) Describe how to overcome Gloassophobia ( 5 marks)
- Q.7** a) Explain the different methods to enhance reading skills (5 marks)  
b) Describe different styles of reading (5 marks)
- Q.8** a) Describe the advantages and limitations of written communication (5 marks)  
b) Identify the different types of Visual aids in presentations (5 marks)
- Q.9** Write short notes on any two: (2 x 5 = 10 marks)  
a. Design a presentation b) Types of meetings  
c. Press Release d) Types of Group Discussions

## PART C

[Total: 5x4=20 Marks]

### Q.10 CASE STUDY- Compulsory

Mr. David is an employee of FM radio. He works as a senior resource. He was not showing any empathy to his colleagues and team members. He is not adaptable to change. He is not able to manage conflict among his team members. Few months back there has been unusual changes in employee's behaviour due to ongoing conflict over illicit policy and modification and task management. Team members opposed these policies and refused to work which affects company's overall performance.

Mr. Abbas (CEO) took notice on the company's economic decline and decided to find the actual culprit behind all the mess. Upon investigation and team discussion, he was able to find Mr. David was absent from office during working hours which affected the overall efficiency of the organisation. Mr. David's behaviour was extremely biased, abusive and dominant and individually took business decisions without approval from upper management

The entire business was in turmoil as there was no brainstorming, sharing of business plans, customer feedback etc. Employees are also at dark as they are not getting any communication from their bosses and motivation level was very low. Any miscommunication can disturb the organisation goals, systems , processes that will result in loss of productivity.

#### Questions:

1. What is the main cause of conflict and low productivity (5 marks)
2. What is advise that you can give to Mr. David regarding improving his communication/ personality development(5 marks)
3. what are the personal traits that one should possess to become more successful in an organisation(5 marks)
4. Suggestion for improvement in the organisation's business communication (5 marks)

\*\*\*\*\*