



CII Institute of Logistics

Post Graduate Diploma in Supply Chain Management
Semester-end Examination June 2008

Business Communications

Time : Three Hours

Marks : 100

Part A

Answer all questions (10 x 1 = 10 Marks)

1. When do you defer a message?
 1. When the purpose is not realistic
 2. When timing is not right
 3. When you are not the right person to deliver the message
 4. 1 & 2 only
 5. All of the above

2. Hidden assumptions, false casual relationships, begged questions, hasty generalizations are errors in
 1. Proposal writing
 2. Giving memo
 3. Writing application
 4. Logic undermining reports

3. Match the following
 1. Intrapersonal communication - a. gestures
 2. Interpersonal communication - b. club
 3. Group communication - c. interview
 4. Mass communication - d. soliloquies
 5. Non-verbal communication - e. radio

4. Agenda should indicate the time, place, sponsor of each item and if the item is an information or decision or discussion point. [True / False]

5.has the power to stop the message before it gets to primary audience.
 1. Gatekeeper
 2. Secondary audience
 3. Watch dog
 4. None of the above

6. "As per your request, we beg to inform you that we have transported a truck full of yarn to reach you on Friday this week" This sentence
 1. lack naturalness, spontaneity and liveliness
 2. the sentence gives wrong information
 3. both the above points
 4. none of the above

7. Match the following
 1. Concord - a. she will come back after an hour
 2. Dangling Modifier - b. expression of time and place
 3. Shift in tenses - c. Having delivered the goods the lorry was paid off
 4. Prepositions - d. Accompanied by

8. Terms and conditions of service is
 1. Statuary information
 2. Regular work situation information
 3. Major policy information
 4. Information bulletin

9. Match the following
 1. German reporters - a. Present more concepts and theories
 2. French reporters - b. Follows conventional structure
 3. Latin American reporters - c. Will leave out negative information
 4. Indian reporters - d. Consider historical facts

10. Being specific, focus on goals, being moderate, anticipating opportunities will all weaken the persuasive messages. [True / False]

Part B

Answer any three (3 x 15 = 45)

1. You are invited by your 3PL service provider to deliver an oral presentation on 'Current trends in Outsourcing'. Prepare a checklist for your oral presentations
2. List out the differences between a report and other forms of writing.
3. Highlight the essentials of good business letter/Memos.
4. Guide the new executive joining your wing on Netiquette rules that he / she has to follow
5. Give a proposal to Wall Mart to showcase your product in the chain of global markets of Wall Mart

Part C

Answer all questions (3 x 15 = 45)

[Creativity and application of AIDA attracts score]

Question 1

Your company has decided to eliminate dress-down Fridays. Although popular, dressing casually has spilled over to other days, and several departments have noted that absenteeism has risen while productivity has fallen. Some guests and customers have also complained of seeing employees “clowning around” on the job.

Though it’s possible other factors account for the change in employee behaviour, the increase in problems correlates closely with the implementation of dress-down Fridays nearly two years ago. Frustrated, management wants to see if eliminating casual dress on Fridays leads to improvement.

Office employees are now to wear formal business attire on all workdays. Suits or blazers and slacks are appropriate for either men or women, though women may also wear dresses and skirts appropriate for the office. Both are to wear business tops, and men are to wear ties. Shoes and hosiery, should match the attire. Employees in non-office positions, such as grounds and building maintenance, will continue to wear uniforms.

The next two dress-down Fridays will be the last for the company. After that, employees who ignore the change in dress code are subject to disciplinary action, including being dismissed without pay for the day.

Write a message to employees announcing the change in policy.

Question 2

Today you received this email from your boss.

Subject: Oversee United Way

I am appointing you to be the company representative to oversee United Way. You have done a good job the last three years, so this year should be a piece a cake!

It is true that you know exactly what to do. The job would not be hard for you. But that is just the problem. You would not learn anything, either. You would rather have an assignment that would stretch you, teach you new skills, or enable you to interact with new people. Continuing to grow is your insurance of continued employability and mobility. Three upcoming projects in your division might offer growth:

- Creating videos for a “town meeting” for all employees to be held at the beginning of next quarter,
- Creating an intranet for the company or
- Serving on the diversity committee.

Any of these would be time-consuming, but no more time consuming than running the United Way campaign.

Write to your boss, asking for something more challenging to do.

Question 3

Discuss the importance of Visual Aids in the context of Inter-Cultural business of Logistics Industries.
