



MBA DEGREE EXAMINATIONS: NOV /DEC 2024

(Regulation 2024)

First Semester

MBA - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

P24MBC1104: Business Communications and Office Management

COURSE OUTCOMES

- CO1:** Apply principles of communication.
CO2: Compose professional emails and letters.
CO3: Generate and present professional reports using office automation software.
CO4: Demonstrate effective communication clearly in public, groups and performing the interview process.

Time: Three Hours

Maximum Marks: 100

PART A (4Q x 5 Marks = 20 Marks)

Answer Any Four Questions Only

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| 1. | Identify common barriers to communication and suggest ways to overcome them. | CO1 [K ₃] |
| 2. | Illustrate the flow of communication in an organization with a diagram. | CO1 [K ₂] |
| 3. | Compare the differences in tone and content between routine emails and communication letters. | CO3 [K ₄] |
| 4. | Summarize the structure of an effective business project report. | CO3 [K ₂] |
| 5. | Evaluate the role of MS Office in improving productivity in an organization. | CO4 [K ₅] |

PART B (4Q x 15 Marks = 60 Marks)

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| 6. | a) i) Analyze the barriers to effective communication in a multicultural business environment and propose strategies to overcome them. | 7 | CO1 [K ₄] |
| | ii) Compare the challenges and strategies of intercultural communication in global logistics operations. | 8 | CO1 [K ₅] |

(OR)

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| 6 | b) i) Explain the 7-Cs of communication and their significance in | 7 | CO1 [K ₂] |
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maintaining effective intercultural communication.

- ii) Design a resume tailored for a logistics and supply chain management position, focusing on key sections and highlighting relevant achievements. 8 CO2 [K₆]

7. a) i) Evaluate the importance of using visual aids such as flowcharts and process diagrams in presenting logistics strategies effectively. 7 CO3 [K₅]

- ii) Demonstrate the steps to create a professional PowerPoint presentation. 8 CO3 [K₂]

(OR)

7. b) i) Create a summary report for a business project focusing on supply chain optimization, emphasizing structure and key takeaways. 7 CO4 [K₆]

- ii) Prepare a speech addressing the importance of sustainability in logistics operations. 8 CO5 [K₆]

8. a) i) Justify the steps taken to prepare for an interview for a logistics coordinator role. 7 CO5 [K₅]

- ii) Evaluate the effectiveness of a research report in proposing solutions for logistics bottlenecks. 8 CO3 [K₅]

(OR)

8. b) i) Evaluate the effectiveness of different resume types for professionals in logistics and supply chain management. 7 CO3 [K₅]

- ii) Develop a professional email seeking an appointment with a senior manager, ensuring clarity and purpose in your writing. 8 CO4 [K₆]

9. a) i) Demonstrate the use of MS Excel in creating a basic inventory management spreadsheet and explain its key functions. 7 CO4 [K₂]

- ii) Compare the functionalities of email and instant messaging tools for effective communication in logistics teams. 8 CO2 [K₄]

(OR)

9. b) i) Evaluate the skills required to handle conflicts during group discussions in logistics teams. 7 CO1 [K₆]

- ii) Justify the importance of effective public announcements during 8 CO1 [K₅]

supply chain emergencies.

PART C (1Q x 20 Marks = 20 Marks) Compulsory Case Study

10. GlobalTech Solutions, a leading software company, recently conducted a leadership seminar for mid-level managers across departments. The seminar focused on enhancing business communication, effective writing, presentation skills, and technology tools for office management. After the event, the management team identified areas for improvement in communication within the organization.

A few specific incidents highlighted the challenges:

- **Communication Breakdown:** One of the project managers sent an informal email to a key government client, which resulted in confusion about the project's timeline.
- **Resume Misalignment:** During recruitment for a senior developer position, HR received several resumes that were poorly structured, lacking clarity in objectives and achievements.
- **Ineffective Presentations:** In an internal review meeting, team leads struggled with poorly designed visuals and an inability to convey key messages effectively.
- **Conflict in Meetings:** During a team discussion about new product features, differing opinions escalated into a conflict, hindering progress.

Questions:

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|---|-----------------------|
| i) Based on the scenario, identify and explain three barriers to effective communication that contributed to the challenges. | CO3 [K ₃] |
| ii) Recommend ways the project manager could have improved their email communication with the government client, considering the 7-Cs of communication. | CO3 [K ₅] |
| iii) Outline key sections that should be included in a resume to make it structured and clear for recruiters. Provide a brief example of an effective professional objective for a senior | CO3 [K ₂] |

developer position.

- iv) Recommend strategies for managing conflicts during team meetings, ensuring constructive discussions and positive outcomes.

CO3 [K5]
