

**MMPC-007**

**Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration(Financial Management) (MBAFM)/ Master of Business Administration(Human Resource Management) (MBAHM)/ Master of Business Administration(Marketing Management) (MBAMM) Master of Business Administration(Operations Management) (MBAOM)**

**ASSIGNMENT**

**For**

**July 2023 and January 2024 Sessions**

**MMPC-007: Business Communication**

**(Last date of submission for July 2023 session is 31<sup>st</sup> October 2023  
and for January 2024 session is 30<sup>th</sup> April, 2024)**



**School of Management Studies**

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**

**MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>MMPC-007</b>
<b>Course Title</b>	<b>:</b>	<b>Business Communication</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPC-007/TMA/JULY/2023</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31<sup>st</sup> October, 2023 and for January 2024 session is 30<sup>th</sup> April 2024.**

1. Why is it important to use a proper language in communication? Discuss giving examples.
2. What are the different zones of communication in Proxemics? Explain.
3. List the features of a good application letter. Prepare an application letter for applying for job in a multinational organization.
4. Discuss different characteristics of a good report.
5. What is the role of values in communication? Explain with the help of examples.