

MMPC-007

MBA and MBA (Banking & Finance)

MMPC-007: Business Communication

ASSIGNMENT

For

July 2021 and January 2022 Sessions

*(Last date of submission for July 2021 Session is 30th November 2021 and for
January 2022 Session is 30th April 2022).*



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPC-007
Course Title	:	Business Communication
Assignment Code	:	MMPC-007/TMA/ 2021-22
Coverage	:	All Blocks

Note: Attempt all questions and submit this assignment to the coordinator of your study centre. *Last date of submission for July 2021 Session is 30th November 2021 and for January 2022 Session is 30th April 2022.*

1. Explain the process of communication. How does it influence the process of sending a message and receiving the feedback?
2. Differentiate between Upward Communication and Downward communication. Illustrate your answer with the help of examples.
3. What is the role of Interpersonal Communication in business organisations? Explain giving examples.
4. Why is writing considered to be an important part of Business communication? Explain.
5. Discuss the importance of technology in Business Communication. Illustrate with the help of examples.