

MMPC-007

MBA and MBA (Banking & Finance)

ASSIGNMENT
for
July 2022 and January 2023 sessions

MMPC-007: Business communication
(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPC-007
Course Title	:	Business communication
Assignment No.	:	MMPC-007/TMA/JULY/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. Explain the two-way process of communication. Illustrate your answer with the help of examples.
2. Discuss the benefits of effective communication at workplace.
3. List and explain various steps involved in the preparation of meetings.
4. Elaborate on the need and importance of a business correspondence at workplace.
5. Discuss the Hofstede's cultural dimension model with respect to cross cultural communication.