

**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 2024 and January 2025 Sessions**

**MMPC-007: Business Communication**

**(Last date of submission for July 2024 session is 31<sup>st</sup> October 2024  
and for January 2025 session is 30<sup>th</sup> April, 2025)**



**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/2024</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 2024 session is 31<sup>st</sup> October, 2024 and for January 2025 session is 30<sup>th</sup> April 2025.**

1. Differentiate between intrapersonal and interpersonal barriers giving examples.
2. What are the two prominent skills required for effective reading? Explain using relevant examples.
3. Describe the functional theory of communication and explain how it is useful in effective decision-making.
4. List the steps involved in the process of writing. Explain any two steps with the help of suitable examples.
5. What is the role of communication in social media management? Explain with the help of examples.