

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 2025 and January 2026 Semester

MMPC-007: BUSINESS COMMUNICATION

Last date of submission for July 2025 Semester is 31st October 2025

and for January 2026 Semester is 30th April, 2026)



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPC-007
Course Title	:	Business Communication
Assignment Code	:	MMPC-007/TMA/JULY/2025
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 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

- 1.** How has the communication evolved using various communication techniques over the years? Discuss.
- 2.** Differentiate between verbal and non-verbal communication giving examples.
- 3.** How is the planning for presentation done? Explain the steps involved while planning the presentation.
- 4.** What are the characteristics of a good report? Discuss each one of them.
- 5.** Elaborate on the different elements of cross cultural communication.