

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 2026 and January 2027 Semester

MMPC-007: BUSINESS COMMUNICATION

Last date of submission for July 2026 Semester is 31st October 2026

and for January 2027 Semester is 30th April 2027



**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/2026
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 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. Outline the process of communication with the help of an illustration. Explain the value of feedback in effective communication for an organization in present times. Provide instances of organisations to support your response.
2. Discuss the impact of physical, psychological, semantic and organisational barriers to communication in the workplace.
3. Explain the significance of body language, facial expressions, gestures, posture, and eye contact in professional communication. Discuss the significance of non-verbal communication in managerial effectiveness.
4. Draft the following letters as part of business communication:
 - a) A letter of complaint to a supplier over a delay in delivery of goods.
 - b) An email to staff about the change of office schedules.
 - d) Application letter for the role of Marketing Executive.
5. How does digital technology affect communication in business? Describe advantages and disadvantages of emails, social networks and online meetings in business communication. Support your answer with relevant examples.