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.

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.

Answer

Communication as a two-way process

Communication is the process through which meaning is created and shared between people. In an organisation, it is not enough for a manager to send information; the receiver must understand the message in the intended sense and must have an opportunity to respond. This is why communication is better viewed as a continuing two-way process rather than a simple transfer of words. The main elements are the sender, encoding, message, channel, decoding, receiver, feedback and noise. Context also influences the whole process because the same words may carry different meaning in different situations.

The process begins when a sender or source has an idea, fact, feeling or instruction to communicate. The sender then encodes the idea into words, symbols, numbers, charts, gestures or some other form. The encoded content becomes the message. A suitable channel is then chosen, such as a face-to-face conversation, telephone call, email, report, video meeting or internal messaging platform. The receiver obtains the message and decodes it by interpreting the words and symbols in the light of his or her knowledge and experience. Communication becomes meaningful only when the receiver reaches an understanding that is reasonably close to what the sender intended.

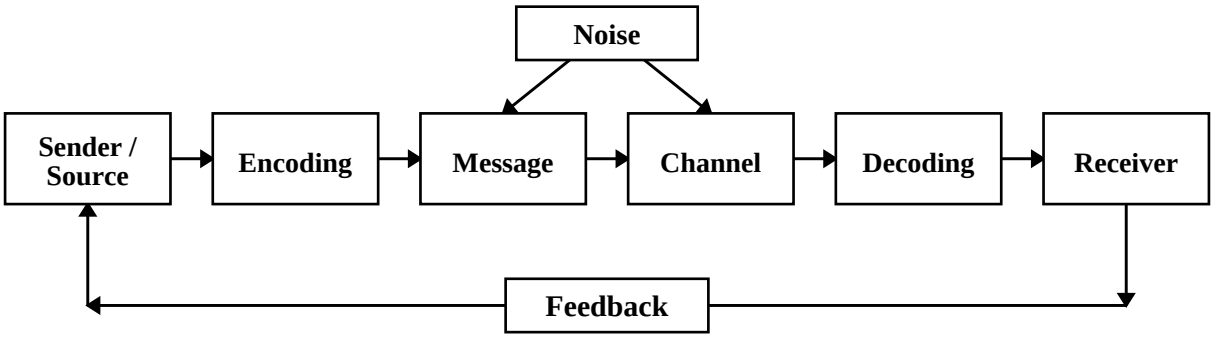


Illustration: communication process showing message flow, possible noise and the return path of feedback.

Noise may disturb any part of this process. It can be physical, such as poor audio in an online meeting; semantic, such as unfamiliar technical language; psychological, such as anxiety or prejudice; or organisational, such as too many