VU LEARNING HUB

MCM301 Assignment 1 Solution

Fall 2026

📢 Join our official WhatsApp Channel for instant VU updates, past papers & assignment solutions!

➡ **https://whatsapp.com/channel/0029VbDOzXMC6ZvZBUbW8k2n**

💬 Questions? Chat with us on WhatsApp for quick help & guidance!

➡ **https://wa.me/923135320064**

🌐 Visit our website for more past papers, notes & assignment solutions!

➡ **https://vulearninghub.xyz**

MCM301: Communication in Organization

Assignment No. 1 — Fall 2026 | Total Marks: 15

Scenario

At a software company, employees from the marketing and graphic design departments are working on a new product launch. During the preparation process, the marketing manager contacts a graphic designer to discuss some changes required in the promotional material. They exchange information and discuss the requirements to ensure the work meets the company's expectations.

Solution

No.	Questions	Word Limit	Answers
1	What type of communication is demonstrated in this situation? (4 Marks)	15-20	This is horizontal communication. The marketing manager and the designer are on one level. They pass messages across departments.
2	Briefly explain why. (5 Marks)	20-30	Both posts carry the same power. Each person works under a different head. They join hands to shape the promo material for the launch.
3	Mention three examples of this type of communication in an organization. (6 Marks)	30-50	First two editors in a newsroom fix the layout of a magazine issue. Second a pilot and a first officer plan the flight route before take off. Third two shopkeepers in a market set the price list for the new season.