MB-112

Sl.No. : **Total No. of Pages : 2**

Second Semester M.B.A. Degree Examination, June - 2023
(NON CBCS) (SLM Scheme)
MANAGEMENT
Managerial Communication & Research Methods

Time : 3 Hours **Max. Marks : 80**

SECTION-A

Answer any five sub-questions. Each sub-question carries Three marks.[5 × 3 = 15]

1) a) Define managerial communication.

b) What is the meaning of review of literature?

c) State any three principles of oral communication.

d) Distinguish between primary and secondary data with a suitable example.

e) Write a note on snowball sampling with a suitable example.

f) What is the difference between questionnaire and schedule?

g) What are the types of business letters?

SECTION-B

Answer any Four questions. Each question carries Five marks. [4 × 5 = 20]

2) Explain the role of communication in achieving the organizational objectives.

3) What is business research? What are its objectives?

4) Write a short note on "Pilot Study".

5) Elaborate in detail the five "W"s and One "H" of report writing.

6) Describe the precautions to be taken while interpreting the results.

7) Select a FMCG company of your choice and develop a questionnaire (at least 10 items) to measure customer satisfaction.

SECTION-C

Answer any Three questions. Each question carries Ten marks. [3 × 10 = 30]

8) Explain the different steps in the process of communication. Bring out their relevance in the context of contemporary business organization.

9) Define Negotiation and Explain the stages in Preparation and Conducting the negotiations.

10) What is hypothesis? Distinguish between composite and simple hypothesis and also between Null and alternative hypothesis by giving suitable examples.

11) Explain the need for editing, coding classifying and tabulating in processing of data.

12) What do you mean by data analysis? Explain any three advanced techniques for data analysis.

SECTION-D

13) Case (Compulsory): [1 × 15 = 15]

Read the following case and answer questions given at the end. Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seat and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample Market Studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Layland. Which suggested that there is good potential in the Market for MUV. Based on the research report, the company launched the MUV stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In may 2015 Ashok Leyland took a decision to withdraw stile due to weak sales.

Questions :

a) Was the research done by MRG Scientific?

b) What are the limitations in the research methodology?

c) What could have been appropriate research method?

❄ ❄ ❄