MB112

Sl. No.

II Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Managerial Communication and Research methods

(Non CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer All Sub-questions. Each sub-question carries 3 marks **(5×3=15)**

1. a) What is managerial communication?

b) Define freezing.

c) What is a "memo"?

d) Define applied research.

e) State the difference between rating scale and ranking scale.

f) What is pilot study?

g) What is ANOVA?

SECTION - B

Answer any Four questions. Each question carries 5 marks. **(4×5=20)**

2. Explain briefly the process of communication.

3. What are the different types of organizational communication?

4. Bring out the objectives and criteria of good research.

5. What is scaling technique? Discuss briefly few types of scaling techniques.

6. What is research design? Explain.

7. State the various types of reports.

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SECTION - C

Answer any Three questions. Each question carries 10 marks. (3×10=30)

8. Explain the verbal and non-verbal barriers to communication with suitable examples.

9. Discuss the various stages in research

10. What is informal communication? Bring out the merits and demerits of informal communication.

11. Discuss the types of research design in detail and bring out their importance in success of the research.

12. Examine the various methods of data analysis.

SECTION - D

Case Compulsory (1×15=15)

13. Sham is planning to visit to Spain and he wants to book tickets. The following Options are available.

Brand	Ryanair	British Airways	Easy Jet
Arrival time	7 A.M	4 P.M	11 P.M
Price	Rs.15,000/-	Rs.20,000/-	Rs.25,000/-
Free Wi-fi	No	Yes	No
Dayroom	30”	31”	29”

Conduct a conjoint analysis and Suggest best option.

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