MB-112

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

Second Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (NON-CBCS)
MANAGEMENT
Managerial Communication and Research Methods

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

SECTION - A

Answer any five sub-questions. Each question carries three marks.

[5 × 3 = 15]

Q1) a) What is personal communication?

b) What are Semantic Barriers?

c) Write a note on interpersonal communication.

d) Define research problem.

e) Write a note on cluster sample.

f) State the meaning of questionnaire.

g) What are the essentials of pilot study?

SECTION - B

Answer any four questions. Each question carries 5 marks. **[4 × 5 = 20]**

Q2) What are the essential qualities of a good letter?

Q3) What are the qualities of a good presentation?

Q4) Write a note on review of literature.

Q5) Explain the concept of sampling technique.

Q6) What are the statistical software available for analysis and interpretation of data?

Q7) Mention the different types of reports.

SECTION - C

Answer any three question. Each question carries ten marks. [3 × 10 = 30]

Q8) Explain in detail the verbal and non-verbal communication.

Q9) Define social networking. Discuss its merits and demerits.

Q10) What is scientific research? Explain in detail the process of scientific research.

Q11) What is sampling design? What are the steps involved in sampling design.

Q12) What is secondary data? Briefly explain the advantages and disadvantages of secondary data.

SECTION - D

Case (Compulsory). [1 × 15 = 15]

Q13) Bruce, a research chemist for a manajor petro-chemical company. Wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by products. The bulk of the report consisted of tables listing their chemical & physical properties, diagrams of their molecular structure, chemical formulas and data from toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly safe and effective insecticide.

Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides.

After six months of research, some one unovered Bruce's report and his toxicity tests. A few hours of further testing confirmed that one of Bruce's compounds was the safe, economical insecticide they had been looking for. Bruce had since left the company, because he felt that the importance of his research was not being appreciated.

Questions :

i) Who is communicating to whom, about what, how and why?

ii) What was the goal of the communication?

iii) Identify the communication error.

