MBHC-2.5

Sl. No.

II Semester M.B.A. Degree Examination, December - 2023
MANAGEMENT
Managerial Communication And Research Methods
(CBCS Scheme)

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

SECTION - A

Answer any **Five** questions . Each question carries **Five** marks. **(5×5=25)**

1. Define communication. State the objectives of communication.

2. Explain type I error and type II error.

3. Highlight the elements of communication process.

4. Give the meaning of research design and mention its types.

5. Distinguish between rating scales and ranking scales.

6. Explain the role of body language in communication.

7. What are the methods of hypothesis testing? Explain any one.

SECTION - B

Answer any **Four** questions.Each question carries **Ten** marks. **(4×10=40)**

8. Explain the different types of organization communication with suitable examples.

9. Discuss the barriers of communication. How to overcome barriers.

10. Describe the methods of data analysis.

11. Explain the various techniques for measuring attitude.

12. Critically evaluate the steps involved in research process.

13. Explain the role of technology in enhancing the effectiveness of organizational communication

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SECTION - C

Case (Compulsory). **(1×15=15)**

14. Draft a report required by a Multinational Company to set up a Car manufacturing unit in India.
