# MBHC-2.5

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

## II Semester M.B.A. Degree Examination, May/June - 2023
## (CBCS, SLM Scheme)
## MANAGEMENT
## Managerial Communication and Research Methods

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

**SECTION - A**

Answer any five questions. Each question carries 5 marks. **[5×5=25]**

***Q1)*** Why is Managerial Communication important at the Workplace?

***Q2)*** Mention the qualities of good business letters.

***Q3)*** Sate the qualities of good research.

***Q4)*** What are the different categories of data?

***Q5)*** Outline the steps of testing of hypothesis?

***Q6)*** What is the need of review of literature?

***Q7)*** What are the problems encountered by Researchers in India.

## SECTION - B

Answer any four questions. Each question carries 10 marks. **[4×10=40]**

***Q8)*** Explain the different barriers to communication.

***Q9)*** Describe briefly the different steps involved in a research process.

***Q10)*** Explain the importance of data & sources of data.

***Q11)*** What is sampling? Explain the various sampling techniques.

***Q12)*** Define research reporting. What are the characteristics of Research Report?

***Q13)*** Discuss the 7Cs of effective communication.

## SECTION - C

***Q14)*** Case (Compulsory) : **[1×15=15]**

Mr. John President of A&E Education in Germany visited a management institute in Chennai. After an informal meeting with the principal director, they moved to a large seminar hall equipped with a multimedia projection system. John proposed to give a presentation on his learning Management System Model. He spoke about 40 minutes, covering the worldwide processes of educational administration and e-management. His presentation used power point and visually supported by graphic data charts, graphs and diagrams. At places, he was difficult to follow because of the unusual accent in which English is spoken in German. However, the elaborate visual aids helped him put his point across successfully. The power point slides were in the form of bullet points outlining the structure of the presentation.

During the discussion of at the end of presentation, the principal director opined that the international model discussed would need to be customized with specific local content, and went on to share his own software model of learning management system. John appreciated the new insight and thereby agreed to collaborate and integrate the models of marketing the software to educational institutions across India.

Questions :

a) Discuss the benefits of using power point and visual aids in a presentation.

b) List out the factors affecting the choice of communication?

c) What are the most common barriers to oral communication?