MBHC-2.5

Sl. No.

II Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
Managerial Communication and Research Methods
(CBCS SLM Scheme)

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

SECTION - A

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

1. Differentiate between formal and informal communication.
2. Outline the prerequisites of a good sample.
3. What is the need of review of literature in research?
4. Explain the importance of diagrammatic representation of data in research.
5. Paraphrase the advantages of using rating scale in research.
6. Examine the importance of hypothesis testing in research.
7. State any five characteristics of good research problem.

SECTION - B

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

8. Discuss the 7Cs of effective communication.
9. Elaborate on the different methods of probability sampling.
10. Describe the essential components and structure of a research report.
11. Elaborate the various steps involved in the process of communication.
12. Explain the various methods in data processing.
13. Draft a formal letter of application for the position of a Marketing Manager at a multinational company.

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SECTION - C

14. Case (Compulsory). **(1×15=15)**

The Production Head, Ms. Lakshmi, understood the email to mean that her priority was to mass - produce the tablets quickly to meet market demand. Without consulting the others, she ordered a large quantity of raw materials and began production. She focused on quantity over quality, by passing some of the standard checks to save time. The Marketing Head, Mr. Khan, interpreted the email as a directive to build a massive promotional campaign. He hired a new ad agency, created a flashy and expensive campaign focused on the product's "instant results," and scheduled a launch date without confirming production readiness or sales channel preparation. The campaign's messaging, however, did not accurately reflect the product's features, as it took a few minutes for the tablet to fully dissolve and become effective. The Sales Head, Ms. Fernandez, was under the impression that her team's role was to prepare for the launch by informing major retail partners. When she realized that the marketing campaign was already underway and production was behind schedule, she tried to raise her concerns with Mr. Sharma. However, he was preoccupied with a board meeting and told her to "just handle it." She then tried to contact Ms. Lakshmi and Mr. Khan, but they were too busy and responded with brief, unhelpful messages like, "We've got it covered".

As the launch date approached, several issues came to light : The product was not ready for distribution; a key component was missing due to an oversight during the rushed production. The marketing campaign had already created hype, but the product was not available, leading to widespread customer frustration and negative press on social media. Retailers were furious because they had cleared shelf space based on Ms. Fernandez's information, but the product never arrived. The project was a complete failure, causing significant financial losses and severely damaging the company's brand reputation.

Questions:

a) Analyze the communication failures in this case study. Identify and explain three specific managerial communication errors made by Mr. Sharma and the department heads.

b) What were the consequences of the lack of a clear communication strategy and feedback mechanism in this scenario? Explain how a structured communication plan could have prevented the disaster.

c) Discuss the role of inter - departmental and upward communication in this case.
