MBHC-2.5

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

Second Semester M.B.A. Degree Examination, May - 2024
(CBCS) (SLM Scheme)
MANAGEMENT
Managerial Communication and Research Methods

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

SECTION - A

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

Q1) Explain the concept of data collection.

Q2) Briefly explain the characteristics of a good listener.

Q3) What is Exploratory Research Design?

Q4) What do you understand by Cluster Analysis?

Q5) Highlight the characteristics of a good research report.

Q6) 'Team work is not possible without communication". In this instance, discuss the importance of communication.

Q7) Write a note on sample size determination.

SECTION - B

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

Q8) What are the modern methods of communication? Explain in detail.

Q9) How technological advancement has influenced business communication? Analyze.

Q10) Explain the Advantages & Disadvantages of primary data.

Q11) What is a research report? Discuss the general format of a research report.

Q12) Write notes on the following :

a) Multi-Dimensional scaling

b) Factor Analysis

Q13) Discuss the methods of collecting data.

SECTION - C

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

Mr. and Mrs. Lihaan went to Woodlands's apparel section to buy a pullover. Mr. Lihaan did not read the price tag on the piece he had selected. While making the payment, he asked for the price at the counter. The answer was "Rs.950". Meanwhile, Mrs. Lihaan, who was still shopping, came back and joined her husband. She was glad that he had selected a nice black pullover for himself. She pointed out that there was a 25% discount on that item. The person at the billing counter nodded in agreement. Mr.Lihaan was thrilled to hear that. "That means the price of this pullover is just Rs. 645. That's fantastic", said Mr. Lihaan. He decided to buy another pullover in green. In no time, he returned with the second pullover and asked the salesperson to pack both. When he received the cash memo for payment, he was astonished to find that he had to pay Rs. 1,900 and not Rs. 1,290 as he had expected. Mr. Lihaan could hardly reconcile himself to the fact that the sales person had first quoted the discounted price, that is Rs. 950. But the original price printed on the price tag was Rs. 1,225.

Questions :

a) What should Mr.Lihaan have done to avoid the misunderstanding?

b) Who is to be blame for this communication gap? Why?