MBHC-2.5

Sl. No.

II Semester M.B.A. Degree Examination, May/June - 2025

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. What is Research problem? Mention the major issues involved in exploring Research problem.

2. Explain the different types of research with suitable examples.

3. Mention the barriers of communication. How to overcome from it?

4. Write a note on presentation and negotiation skills required for manager.

5. Explain the process of Research.

6. Describe Communication. Explain the relevance of non-verbal communication.

7. Elucidate the need of framing and testing hypothesis.

SECTION - B

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

8. What do you mean by 'Sample Design'? What points should be taken into consideration by a Researcher in developing a sample design.

9. Design a questionnaire on factors influencing Happiness among IT employees.

10. Discuss the different types of Business letters.

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11. Elucidate the need for editing, coding, classifying and tabulating process of data.

12. Develop a technology mediated communication methods in the digital workforce.

13. Differentiate descriptive statistics and inferential statistics. Describe the important statistical measures often used to summaries the research data.

SECTION - C

14. Case (Compulsory) **(1×15=15)**

Ms. Cheritha, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units. Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Ms. Cheritha is interested in collecting more detailed data on leadership. While she presently has total circulation figures, she feels that these understate the potential exposure of an advertisement in chemical topics. In particular, she feels that for every subscriber to chemical topics, there are several others in the firm to whom chemical topics are routed for their perusal. She wishes to determine how large this 'secondary' audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on, since feels that these details would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics.

Questions:

a) What kind of research design is relevant in order to answer Ms. Cheritha's question? Why?

b) Mention the procedure you would like to follow in solving these questions.
