MBHC-2.5

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

Second Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
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) Distinguish between Oral and Written Communication.

Q2) What is the purpose of Research?

Q3) What do you mean by group communication? List out the merits of group communication.

Q4) Write a short note on ANOVA.

Q5) List the essentials of a good business letter.

Q6) Define Report, List the parts of a long formal report.

Q7) Briefly explain the significance of research design.

SECTION - B

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

Q8) Discuss in detail the different types of successful communication.

Q9) Discuss the process of research. Discuss the significance of Literature study in research.

Q10) What do you mean by Sample Design? Discuss different types of sampling techniques with the help of suitable examples.

Q11) Write a note on Sources of Data.

Q12) Discuss how communication plays a critical role in the progress and growth of an organization.

Q13) Explain various aspects of Research Problem.

SECTION - C

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

Mr. Rachan HR Manager, was a very impatient person. He likes to talk more and listen less. There were regular complaints regarding his impatient behavior Mr. Raghu, the office Secretary, was a dedicated and sincere person. He always uses to reach in time and complete his job with full sincerity. His behavior towards colleagues and boss showed humility and obedience. Recently, he was facing some problems in his family. So he went on frequent leave during that period. He could not even concentrate on his work and made a lot of mistakes in the paper work. Mr. Rachan called him in his office and enquired the reason for his absence and delay in work. When Mr. Raghu tried to explain the situation, Mr. Rachan did not give a supportive ear to listen to his problem. Rather, he snubbed him and asked him to be regular in his work. The problem being faced by Mr. Raghu was affecting his work as well as health. He could not help, but he continued to be irregular in his work in the office. He did not have anyone with who he could share his problem. After a few days, Mr. Rachan called him once again in his office and asked about the reason of Mr. Raghu' s irregularity, but this time, Mr. Raghu did not reply, but just kept silence. Mr.Rachan asked him whether he wanted to continue his job or not? Even then, Mr. Raghu did not reply. He quietly came out of the office and resigned the job.

Questions :

a) Identify the problem in the above case.

b) Comment on the type of channel chosen here.

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