MBHC-2.5

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

Second Semester M.B.A. Degree Examination, October - 2025
(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) Mention the ways to improve effective listening in communication process.

Q2) Explain the characteristics of good research.

Q3) Discuss the advantages and disadvantages of using primary data.

Q4) Infer the purpose of hypothesis testing in research?

Q5) List out the essentials of a good research design?

Q6) Outline the key factors used to determine sample size.

Q7) Explain the importance of pilot study in research.

SECTION - B

Answer any four questions. Each Question carries Ten Marks [4 × 10 = 40]

Q8) Discuss in detail process of communication.

Q9) Explain the non-probability techniques of sampling.

Q10) Illustrate in brief, the importance of editing, coding, classification, tabulation and presentation of data.

Q11) Explain the different steps involved in writing research report.

Q12) What is CV? Write a CV of Yours seeking a job from an employer of your choice followed by an application?

Q13) Explain the barriers of communication.

SECTION - C

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

"Innovate Tech Solutions" (ITS) is a fast-growing IT company with a diverse workforce, including software developers, marketing professionals, and administrative staff. The company's CEO, Mr. Arjun, has a strong vision for expansion and often introduces new projects with great enthusiasm. However, a recent project, "Project Quantum," is facing significant delays and internal conflict. The project involves developing a new AI-driven product. The project manager, Ms. Priya, received a brief from Mr. Arjun via an email that was vaguely worded. It focused on the "big picture" and the potential market impact but lacked specific technical requirements, deadlines or resource allocations. Ms. Priya held a team meeting to kick off the project. During the meeting, she used technical jargon that was unfamiliar to the marketing and sales team members. She also frequently interrupted team members when they asked for clarification, giving the impression that their questions were not important. The meeting concluded without a clear action plan. Over the next few weeks, the development team worked on their interpretation of the requirements, while the marketing team began creating promotional materials based on their own assumptions. There was no regular inter-departmental meeting or a centralized communication channel to share updates. Team members used different platforms: some used email, others used a chat application, and a few relied on impromptu hallway conversations. This led to a significant amount of misinformation and redundancy. When a major client inquired about the product's features, the marketing team provided information that was inconsistent with what the development team was building. This mismatch was discovered only during a final review, leading to a scramble to correct both the product and the marketing materials, delaying the project launch by two months and damaging the company's reputation.

Questions:

a) Identify and analyse at least five specific barriers to communication that led to the failure of Project Quantum.

b) Suggest concrete strategies and tools that "Innovate Tech Solutions" could implement to overcome the communication barriers identified in Question a)

c) Explain how effective communication at a managerial level could have prevented this situation.