

Roll No.

MS-110/CP-1007

Research and Communication Methodology/Research Methodology

(अनुसंधान एवं संचार पद्धति/अनुसंधान पद्धति)

Master of Business Administration/Diploma in
Management

(MBA-10/12/13/16/17/DIM-10/16/17)

Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section-A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss with the help of examples the four key levels of measurement. What mathematical operations/statistical techniques are and are not permissible on data from each type of scale ?

(B-99) P. T. O.

2. Explain the various steps involved in the tests of hypothesis exercise.
3. What is the significance of sample selection in research ? Explain the factors which should be considered while selecting a sample for research.
4. What are the principles of communication ? Give examples to illustrate them.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. What is the difference between short reports and long reports ?
2. What is exploratory design ? Define essentials for exploratory design.
3. Explain the meaning of primary and secondary data and distinguish between them.
4. How do you design a document and what are the essential aspects for better readability ?
5. While you are sending a message, what are the possible issues that you might face ?
6. Distinguish between schedules and questionnaires.
7. What are the components of a sound research problem ? Illustrate with examples.

8. 'Time' is one of the very important parts of non-verbal communication. Why ?

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

Indicate whether the following statements are True *or* False :

1. Kinetics is the study of facial expressions, body language, appearance and eye contact.
2. Stimulus is an agent that can be natural or instigated and results in the generation of an idea.
3. When communication is done at the same level across the organization, it is horizontal communication.
4. Procrastination is a state of mind in which a person constantly tries to postpone a task and does not want to complete it.
5. 'IM' which stands for 'instant messaging', is an electronic method of sending messages in the form of small texts or through instant chats.
6. A business research problem leads to defining the business decision problem.
7. The most loosely structured research designs are called pre-experimental designs.

8. Primary data methods have a significant time and cost advantages over secondary data.
9. The reliability of an attitude scale is a necessary condition for its validity.
10. The mailed questionnaire has limited applicability.