

Total No. of Pages : 04

Roll No.

MS-110/CP-1007

**Research Methodology/Research &
Communications Methodology**

(अनुसंधान एवं संचार पद्धति)

**Master of Business Administration/
Diploma in Management**

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

2nd Semester

Examination-2019

Time : 3 Hours

[Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

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1. How does communication helps in improving the productivity in an organization? The flow of information and instructions is complex in an organization. Explain.
2. 'The research process involves a series of interrelated and intricate steps'. Does every research study necessarily needs to satisfy all the conditions and be carried out in this sequence? Explain.
3. Select a research problem, enlist the variables in the problem and formulate a theoretical framework to demonstrate the link between the variables under study.
4. What are the principles of communication? Give examples to illustrate them. What are the likely barriers that you will face while sending a message?
5. Discuss in detail the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports? Explain with examples.

Section–B

(Short-Answer-Type Questions)

Note : Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each.

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(3)

Learners are required to answer any Five (05) questions only. **(5×7=35)**

1. Define research design. Describe some of the important research designs used in the researches of management. Studies.
2. 'Hypotheses are the guiding force in any research study'. Justify and explain.
3. How do you design a document and what are the essential aspects for better readability?
4. The grapevine techniques of communication cannot be completely eliminated from organizations. Explain.
5. What are the advantages of oral communication? How do you improve oral communication at work?
6. What are focus group discussions? Under what circumstances should they be used?
7. What is the need of sampling? Discuss various probability sampling techniques by giving their merits and demerits.
8. What do you mean by measurement? Explain the most widely used classification of measurement scales with examples.

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P.T.O.