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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 June 2022

Time: 2 Hours

Max. 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Giving and receiving feedback is extremely crucial. Validate the statement with example. Even with the best possible efforts, communication might fail. Justify.
- Q.2. What do you understand by sources of data? Explain the various types of primary & secondary sources of data.
- Q.3. What is the difference between a questionnaire and a schedule? What are the steps involved in the questionnaire design?
- Q.4. 'Even though exploratory research designs are lowest of terms of accuracy of findings, it is recommended that no research must be carried out without them'. Examine the above statement and justify with examples why you agree/disagree with it.
- Q.5. What is sampling? Explain the importance in solving business problems. Critically examine the well-known methods of probability sampling and non-probability sampling.

P.T.O.

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

- Q.1. Describe the various steps involved in testing of hypothesis. What is the role of standard error in testing of hypothesis?
- Q.2. What are the characteristics of communication? Communication can be one-way. Is it possible?
- Q.3. What is the difference between a direct and an indirect message? What are the ways in which you can define the scope of a message?
- Q.4. Elaborate the techniques used for determining sample size for a research problem.
- Q.5. List three situations which could occur in your personal life where you would choose to speak rather than write. Explain the reasons for your choice.

P.T.O.

- Q.6. What are the guidelines for effective report writing? Illustrate with suitable examples.
- Q.7. How would you define research? What are the major components of a good research study? Illustrate with an example.
- Q.8. Explain the various extraneous variables which can influence the internal validity of an experiment.
