

# MS-110/CP-1007

## Research & Communication Methodology / Research Methodology

अनुसंधान एवं संचार पद्धति

Master of Business Administration / Diploma in Management  
(MBA-10/12/13/16/17 / DIM-10/16/17 / MBAH-11)

2nd Semester, Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 80**

**Note :** This paper is of Eighty (80) marks divided into three (03) sections A, B and C. 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 any two (02) questions only.

(2×19=38)

1. 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.

2. What is the role of the media in corporate communication ?  
How are they interlinked ?
3. How can questionnaires assist in survey research ? How will you design a questionnaire meant to measure the attitude towards banks and insurance services ? Discuss by effectively using the steps in questionnaire design.
4. How would you define a research design ? What are the significant elements of a research design ? Illustrate with examples.

## **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 any four (04) questions only. (4×8=32)

1. Why is mistrust among employees one of the biggest challenges of organizational communication ?
2. Even with the best possible efforts, communication might fail. Justify.
3. Why should people working for an organization listen ?  
What are the different circumstances when they will need to listen ?

4. What should you keep in mind while choosing your words for business writing ?
5. What are the advantages and limitations of sampling ?
6. Define various kinds of observations and their advantages and disadvantages.
7. 'Hypotheses are the guiding force in any research study.' Justify and explain.
8. What is causality ? Discuss the necessary condition for inferring causality between two variables.

**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. (10×1=10)

Write True or False against the following :

1. Independent variables are also called treatments.
2. The best method to study informal communication network in an organization is sociometry.
3. An ordinal scale indicates the relative position and the magnitude of the differences between the objects.

4. The process of questionnaire administration is known as schedule.
  5. Formulation of the research problem does not require primary data collection.
  6. Descriptive designs do not require any quantitative statistical analysis.
  7. Communication that is done especially with people of different nationalities is known as cross-cultural communication.
  8. Any obstruction to the flow of communication is a barrier.
  9. Taking and copying ideas from other sources and claiming it to be one's own original production is called plagiarism.
  10. Chronemics is the study of time and its importance in different contexts.
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