

P09/CP1007/EE/20160525

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) Explain the parameters for undertaking Business Research. 5
 - b) Explain the areas of research which influence Decision Making. 5
 - c) Explain the criteria for evaluating Research Proposals. 5
 - d) Explain the sources of Hypothesis. 5
 - e) Explain the characteristics of good Research Design. 5
2. Solve any **four** sub-questions.
 - a) Explain the types of Research Design. 5
 - b) Explain the sources of Secondary Data. 5
 - c) Explain the features of Sampling Method. 5
 - d) Explain the types of Attitude Scale. 5
 - e) Explain the components of Research Reports. 5

3. Solve any **four** sub-questions.
- a) Explain the characteristics of Communication. 5
 - b) Explain the types of grapevine/pathway of Informal Communication. 5
 - c) Explain the importance of Internal Communication. 5
 - d) Explain the Forms of Communication. 5
 - e) Broadly classify the models of Communication. 5
4. Solve any **four** sub-questions.
- a) Explain the essentials to effective Public Speaking. 5
 - b) Explain the barriers to effective communication. 5
 - c) Explain the Guidelines for effective communication. 5
 - d) Explain the principles of Effective writing. 5
 - e) Explain the styles of Speeches. 5

