



ml.

## Analysis of Survey on MUSOM Public Relations in the Year 2023

The study aimed to explore public relations issues of MUSOM in the 2023 academic year. The study collected responses from 122 stakeholders. The survey questionnaire was developed using Google Forms and the link was sent to the students to gather their responses (See a google form received from respondents). Based on their responses, the following findings were achieved. Question-wise analysis has been presented below:

- 1. The teaching and learning at MUSOM is as per the expectation of Students and Guardians.**
- 2. Out of 122 respondents, 80% of the respondents strongly agreed with the statement that teaching and learning practices at MUSOM are meeting the expectations of students and guardians.**
- 3. The regular classes are often not interrupted by external disturbances.**  
The majority of the students (88%) agreed that classes at MUSOM are not interrupted by external disturbance, indicating that MUSOM does not have any sort of political activities and since MUSOM is an autonomous institution, there is no influence of central student union activities on MUSOM operations.
- 4. MUSOM completes the designed course every semester before the deadline for the final exam.**  
In response to the above statement, the majority of the students (87%) agreed that MUSOM has been able to complete the courses every semester before the start of the final exam. This has been possible because MUSOM has been practicing the development and implementation of course plans every semester, thereby facilitating the timely completion of courses every semester.
- 5. MUSOM provides extra classes and exposure by inviting guest lecturers.**  
The majority of the students (72%) agreed that MUSOM provided extra classes in numerical subjects and also provided exposure to practical fields by inviting guest lectures.
- 6. There are sufficient field visits, case studies and presentations to promote the quality of teaching and learning.**  
83% of the students agreed that MUSOM has been conducting adequate field visits, case studies and presentation competitions to promote the quality of teaching and learning.
- 7. MUSOM has applied the Continuous Assessment system in its evaluation system.**  
85% of the students agreed with the effective evaluation system, in place, in MUSOM. They believed that the institution has applied a continuous assessment system in its evaluation system.
- 8. There is a good balance between internal evaluation and external one.**  
About 64% of the students agreed that the evaluation system at MUSOM has a good balance between internal and external evaluation, these opinions have been drawn as MUSOM's evaluation system is characterized by 50% internal evaluation and 50% external evaluation.



ml.



**9. Evaluation and result of MUSOM.**

61% of the respondents agreed that the evaluation and results of MUSOM are fair and satisfactory.

**10. The evaluation system of MUSOM has focused equally on the theoretical and practical aspects.**

75% of the students agreed that the evaluation system of MUSOM has focused equally on the theoretical and practical aspects. This can be understood by the evaluation component which allocates 5 marks in attendance, 10 marks for assignment, 10 marks for presentation, 5 marks for case studies, 5 marks for class activities, and 15 marks for mid-term.

**11. There is a continuous update in the evaluation process based on the feedback of teachers and students.**

74% of the students agreed that the evaluation process has been continuously updated addressing the feedback received from teachers and students.

**12. The recruitment of teachers follows the highly professional selection process.**

57% of the students were convinced that MUSOM hires qualified teachers using a scientific selection process free from any political involvement.

**13. The Teachers at MUSOM are highly qualified to teach the BBA/MBA Program.**

84% of the students agreed with the MUSOM culture of having qualified teachers and they believed that teachers taking BBA and MBA classes were highly qualified and experienced.

**14. MUSOM provides important and useful training to the teachers.**

57% of the students agreed that MUSOM regularly provided training to faculty members for their capacity building.

**15. The teachers are up-to-date and fully dedicated to their profession.**

70% of the students agreed that teachers were up to date on their subject matter and were dedicated to their profession.

**17. There are sufficient books in MUSOM'S library.**

56% of the students agreed that there are sufficient books in the library at MUSOM, indicating that the quantity and variety of books should be added to address those students who do not think so.

**18. The library also provides several periodicals and business journals.**

58% of the students opined that the MUSOM library has several periodicals and business journals.

**19. The library has adopted an advanced library management system.**

59% of the students had an opinion that MUSOM library has been running by adopting an advanced library management system.

**20. The library provides extra time service to the students beyond the time of regular classes.**

54% of the students believed that MUSOM library was providing services to students beyond the time of regular classes.

**21. The students of other institutions also can visit and read at the library.**

38% of the students agreed that students from other institutions can visit and read at the MUSOM library.





**22. MUSOM has maintained good public relations with its stakeholders.**

79% of the students presented their opinion that MUSOM has maintained good public relations with stakeholders like private schools, local government, business people and associations.

**23. The parents and guardians are invited to MUSOM for feedback.**

73% of students agreed that parents and guardians are invited to MUSOM for their feedback on various issues related to teaching and learning.

**24. MUSOM settles the issue raised by students and other stakeholder.**

75% of the students agreed that issues raised by students and stakeholders are timely settled by MUSOM administration. It indicates that students have a positive perception of issue settlement by MUSOM.

**25. There is a systematic and healthy way to settle disputes and disagreements.**

73% of the students agreed that MUSOM has a well-developed system for handling disputes and disagreements.

**26. MUSOM organizes the public hearing program to ensure the current status and direction.**

62% of students agreed that MUSOM regularly organizes a public hearing program to ensure that MUSOM remains updated with the current issues of society and what it can do to contribute to those issues constructively.

**27. Results of MUSOM**

75% of the students agreed that the final examination results of MUSOM are satisfactory in comparison to the results of other universities.

**28. The students also justify their behavioral transformation along with their exam results.**

77% of the students agreed that exam results brought behavioral transformation in students.

**29. The MUSOM graduates are employed in various reputed institutions in Karnali Province and across the country.**

75% of the students agreed that MUSOM graduates are employed in various reputed institutions in Karnali Province and across the nation.

**Findings**

Overall finding of the survey was 75% stakeholders agreed that MUSOM was good in terms of public relations.

**Recommendations**

This survey should be disseminated to 300 stakeholders to improve MUSOM public relations.



*[Handwritten signature]*