



Institute of Health Management Research, Jaipur

Main Exam - 2014

Communication Planning & Management and Business Communication

PGDPM

Maximum Marks - 70

Time – 3 Hours

Instructions:

Attempt any 5 questions.

All questions carry equal marks (14marks X 5 = 70 marks)

1. Explain any one model of human communication with example.
OR
Explain any one model of health communication with example.
2. If you are the CEO of Pharmaceutical company then what things you will keep in mind in order to conduct a successful meeting.
3. Define hearing and listening? Explain Stages of listening process and barriers in listening.
4. Explain any five basic things that you should keep in mind while implementing any CSR project of your pharmaceutical company with community?
5. What is the difference between verbal and non verbal communication. Give any five examples of non verbal communications.
6. Explain any two of the following(7 marks each)
 - a. Any three principles of public speaking.
 - b. Steps in report writing.
 - c. Misconception about communication.