



The IIHMR University, Jaipur
Institute of Health Management Research
MBA Hospital and Health Management (2014-2016)

Communication Planning & Management

Maximum Marks - 70

Allowed time duration – 3 Hours

A. Descriptive questions: Attempt any three questions – (3 X 15 Marks each 45)

1. There are many problem areas between professional and patient communication?
Elucidate with example.
2. Explain and draw framework of community participation?
3. As a Manager what will you do to have an effective internal upward and downward communication in your organization- hospital/health project?
4. What you will advice to your subordinates for making an effective presentation?
OR
Enumerate and explain all important things one need to do before, at and after the meeting?
5. Write a business letter to Manager of another hospital/Manager of another project telling her about the super specialty you have recently started in your hospital/
Innovation you have introduced in your health project.

B. Short questions : Attempt any five - (5 X 5 Marks each = 25)

1. Leary model of communication
2. John Powers 4 levels of communication
3. Importance of two aspects added in P process
4. Difference between IEC and BCC
5. Write a disciplinary/Congratulatory memo
6. E-mail etiquettes
7. Basic steps in counseling
8. Principles of advocacy
9. Difference between NEWS and feature
10. Task oriented roles in group