

Communication Planning & Management

MBA Previous year

Main Exam, 2015

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 communication problem areas between a pharmacist and family member? Elucidate with example.
2. Explain Mark Knapp's relationship escalation model.
OR
Explain Mark Knapp's relationship termination model.
3. Explain barriers in organizational communication.
4. What are basic principles of effective communication?
5. Write a business letter to Manager of Sun Pharmaceutical telling her about the new advancement in your pharma company.

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

1. What things need to be taken care of before meeting?
2. Write a disciplinary memo against your Divisional Manager sales.
3. What etiquettes one need to observe while writing an E-mail?
4. Media advocacy.
5. Define NEWS. Why it is written in inverse pyramid form?
6. Write a press note on newly launched product of your pharmaceutical company for treating Swine flu.
7. Enumerate 7 C's of communication