



Communication Planning & Management and Business Communication
Term Examination

Time - 3 Hour

M.M-70

The question paper contains one Printed page

Descriptive questions: Attempt any five questions.
Each question carries equal marks - 5 x 14 = 70

1. What are the barriers in active listening found in any organisation? Explain how to make your team an effective listener.
2. Your pharmaceutical company has assigned you the task of conducting advocacy for freshly launched product in the market. Keeping in mind the basic principles of advocacy how will you proceed.
3. You are working as a Manager in a pharmaceutical company. Your senior has made you in-charge and wants you to introduce new practices of informing others about work progress made by different departments. What will you do and how?
4. In a CSR activity conducted by your pharmaceutical company you find a lot of flaws and reported the same to your seniors. Now your General Manager wants you to develop plan and processes for CSR activities of the company. What and how you will do in order to succeed?
5. Explain the issues in Professional – Professional relationship in a hospital.
6. Define three critical things for successful group communication.
7. If you have to hold an important meeting in your pharmaceutical company, explain all essential things that you will keep in mind.
8. Short notes – Attempt any two
 - a. Group think
 - b. Difference and similarities between press release and NEWS
 - c. Distinctive features of public speaking