

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-08 (2016-2018)
First Year



Business Communication

Term Examination

Time - 3 Hour

MM-70

The question paper contains one printed page.

Descriptive questions - Attempt any 4 questions (14 x 4 = 56)

- Q. 1. What are communication issues among patient, physician, and pharmacist in a hospital?
- Q. 2. Define group. Explain different roles played by an individual in group.
- Q. 3. What is the significance of a business letter? What are the essential things that one should incorporate in a business letter?
- Q. 4. What is a memo? You are a Vice President of pharma company and found financial irregularity in purchases; write a disciplinary memo to Senior Purchase Manager.
- Q. 5. As per you which is the most important form of communication from among intra-personal, inter personal, group, and public communication?

Short note – Attempt any two questions (7 x 2 = 14)

- Q. 1. Fisher model for group development
- Q. 2. Essential components of 'Minutes of the meeting'.
- Q. 3. Difference between NEWS and Press release.
- Q. 4. Stages of counseling