

(6 pages)

S.No. 2977

P 22 HACC 1 A

(For candidates admitted from 2022–2023 onwards)

M.Sc. DEGREE EXAMINATION, NOVEMBER 2022.

Hospital Administration — Core Choice course

**MANAGERIAL COMMUNICATION AND PUBLIC
RELATION**

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer ALL the questions.

I. Multiple choice questions. (5 × 1 = 5)

1. Communication is sharing of information between two or more persons, with continuous _____.

- (a) Efforts
- (b) Feedbacks
- (c) Gestures
- (d) Movements

2. What are the types of communication?

- (a) Verbal communication
- (b) Nonverbal communication
- (c) Both (a) and (b)
- (d) None

3. Which of the following is not listed amongst the barrier to communication?

- (a) Physical noise
- (b) Physiological noise
- (c) Psychological noise
- (d) Physically challenged

4. Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.

- (a) sales promotion
- (b) direct marketing
- (c) advertising
- (d) personal selling

5. Adler is related to ———.

- (a) Vicarious conditioning
- (b) Stage theory of development
- (c) Use of family constellation
- (d) Traits and values

II. Fill in the blanks (5 × 1 = 5)

6. Communication means ——— information, feeling and thoughts, with others.
7. Chronemics is also known as ——— language.
8. ——— is a person's belief about his' or her chances of successfully accomplishing a specific task.
9. ——— is exchange of messages between two persons such as conversation, dialogue, interview etc.
10. ——— indicates the hierarchy of topics and their sequences.

III. Answer ALL the questions. (5 × 2 = 10)

11. Define informal communication.
12. What are the types of business communication?
13. What is meant by annual report?
14. What do you mean by Press language?
15. Define counselling.

SECTION B — (5 × 5 = 25)

Answer ALL the questions, choosing either (a) or (b).

16. (a) Write detail on communication process.

Or

- (b) Explain in detail about communication barriers.

17. (a) Write a note on business communication.

Or

- (b) What do you mean drafting of business letters?

18. (a) Explain in detail about the importance of meeting documentation.

Or

- (b) Describe about meeting report writing in detail.

19. (a) What is the scope of Public relations?

Or

- (b) Explain in detail about media planning.

20. (a) Brief account on interpersonal effectiveness.

Or

- (b) What are the different types of counselling?

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Difference between formal and informal communication.

22. Brief account on the types and significance of business communication.

23. How to write annual report and explain its contents?

24. Explain in detail about press language and news writing.

25. Brief account on Business letters.
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