

18. (a) Explain in detail about business correspondence.

Or

- (b) What is meant by annual report?
19. (a) What do you mean by Press language?
- Or
- (b) What is the role and skills of a public relations manager?
20. (a) What are limitations of public relations?

Or

- (b) Explain in detail about media planning.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

21. Short notes on informal communication methods.
22. Significance of business Communication.
23. How to write minutes and explain about minute book?
24. What are the essential elements of public relations?
25. Brief account on Business letters.

S.No. 6637

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(For candidates admitted from 2022–2023 onwards)

M.Sc DEGREE EXAMINATION, NOVEMBER 2023

Hospital Administration

**MANAGERIAL COMMUNICATION AND PUBLIC
RELATION**

Time : Three hours

Maximum : 75 marks

SECTION A — (20 marks)

Answer All the questions

- I. (A) Multiple choice questions : (5 × 1 = 5)
1. _____ advertising becomes more important as competition increases. The company's objective is to build selective demand.
- (a) Reminder-oriented
- (b) POP promotion
- (c) Patronage
- (d) Persuasive
2. 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) Public Relations

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. Which of the following is not part of the communication classification?
 - (a) Two way face-to-face
 - (b) Multiple but not face-to-face
 - (c) Two-way non-face-to-face
 - (d) One-way non- face-to-face
5. What is one of the primary goals of reminder advertising?
 - (a) maintain customer relationships
 - (b) build brand preference
 - (c) correct false impressions
 - (d) inform the market of a price change
- (B) Fill in the blanks : (5 × 1 = 5)
6. Communication is sharing of information between two or more persons, with continuous _____.
7. Communication between peers is essential for _____ coordination
8. _____ communication may be defined as information that flows from subordinates to superiors.

9. _____ is used to influence the way of an organisation is perceived by various groups of stakeholders.
 10. _____ enables two parties in different locations to see and speak to each other.
- II. Answer ALL the questions : (5 × 2 = 10)
11. What is the key component of PR?
 12. Define formal communication
 13. What do you mean by business communication?
 14. What are the six tools of public relations?
 15. Define counselling.

SECTION B — (5 × 5 = 25)

Answer All the Questions, choosing either (a) or (b)

16. (a) Write detail on communication in management process.
- Or
- (b) Barriers of Communication and its types.
17. (a) Write a note on business communication.
- Or
- (b) What do you mean drafting of business letters?