

**M.H.A. SEM-I (2012 COURSE) (CHOICE BASED CREDIT  
SYSTEMS) : SUMMER - 2018**

**SUBJECT: MANAGEMENT PRINCIPLES AND COMMUNICATION**

Day: **Wednesday**  
Date: **18/04/2018**

**S-2018-1140**

Time: **10.00 AM TO 01.00 PM**  
Max Marks: 60

**N.B.:**

- 1) Answer any **TWO** from Q.No. 1 to 3
- 2) Answer any **TWO** from Q.No. 5 to 7
- 3) Question No. 4 and Q. No. 8 are **COMPULSORY**.
- 4) Answers to both the sections should be written in **SEPARATE** answer book.
- 5) Draw neat diagrams **WHEREVER** necessary.

**SECTION-I**

- Q.1** Define management and discuss principles of management in detail. (07)
- Q.2** Define planning. Explain various steps, advantages and limitations of planning (07)
- Q.3** Describe management thoughts. Explain principles of scientific management. (07)
- Q.4** Write short notes an **ANY FOUR** of the following: (16)
- a) Organizing
  - b) Decentralization
  - c) Span of management
  - d) Importance of objectives
  - e) Decision making process

**SECTION-II**

- Q.5** What are various barriers in the process of communication? Explain your remedies for the same. (07)
- Q.6** What is communication? Explain its importance in hospitals. (07)
- Q.7** Write the do's and don'ts while facing an interview? (07)
- Q.8** Write short notes an **ANY FOUR** of the following: (16)
- a) Press conference
  - b) Channels of communication
  - c) Essentials of effective written communication
  - d) Grapevine
  - e) Art of listening

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