

**M.H.A. Sem-I (2012 COURSE) (CHOICE BASED CREDIT
SYSTEMS) : WINTER - 2017**
SUBJECT: MANAGEMENT PRINCIPLES AND COMMUNICATION

Day: **Wednesday**
Date: **22/11/2017**

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

W-2017-1025

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** What is MBO? Explain in detail. (07)
- Q.2** What is management? What are functions and responsibilities of a manager? (07)
- Q.3** Explain Fayol's fourteen principles of management. (07)
- Q.4** Write short notes on **ANY FOUR** of the following: (16)
- a) Control as a feedback system
 - b) Delegation
 - c) Contingency management
 - d) Formulation of policies
 - e) Limitations of planning

SECTION-II

- Q.5** Explain 7 C's of communication with hospital related examples. (07)
- Q.6** What is communication? Explain its importance in hospitals. (07)
- Q.7** "It is audience who define the contents of your presentation" Explain (07)
- Q.8** Write short notes on **ANY FOUR** of the following: (16)
- a) Barriers of communication (explain any two)
 - b) Do's and don'ts of a group discussion
 - c) Art of listening
 - d) Effective speech
 - e) Memo and notice.

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