

Post Graduate Program In Health and Hospital Management

International Institute of Health Management Research

End Term Exam Dec. 2020

Batch: 2020-22

Subject: Communication Planning And Management (CC 612)

Time 2 Hrs

MM:70

Note: Attempt any Five questions. Each question carries 14 marks. Please limit your answers in 300 words.

1 Q) Explain the process of communication and the role of feedback in this process.

2.Q) Explain importance of non-verbal communication.

3 Q) What is counselling? what is its importance? Explain different types of counselling.

4Q) "In order to successfully communicate with others you must first learn to communicate with yourself". Comment

5 Q) Explain Behaviour change communication.

6 Q) "We have two ears and one mouth so that we can listen twice as much as we speak."

Considering this statement explain importance of listening skills.

7 Q) What are the important points that we need to consider in an official email?