

Total No. of Pages: 1**7045**

Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015**(HOSPITAL MANAGEMENT)****(FIRST YEAR)****110: HEALTH COMMUNICATION**

Time: Three hours

Maximum: 100 marks

I. Answer any TWO of the following: (2×20=40)

1. Discuss the key planning and design parameters to be followed for an intensive care unit in a hospital.
2. Define medical record. Discuss in detail the purpose, functions and importance of medical record in a hospital.
3. What are the needs of public relations in a hospital? Discuss in detail the functions of public relation department in a hospital.

II. Answer any SIX of the following: (6×10=60)

4. Medico Legal records.
5. Primary and secondary motivation.
6. Basic elements of interpersonal communication
7. Telemedicine
8. Job enrichment.
9. Role of women voluntary organisation in improving the public relations of a hospital.
10. Committee meetings.
11. Common problems associated with medical records.
12. Indicators for measuring public relations.
