

3. Describe in detail the various types of hospital statistics used to assess the medical care in a hospital.

II. Answer any SIX of the following:

(6 × 10 = 60)

1. Functions of health communication.
2. Environmentally pleasing design of a hospital.
3. What is meant by 'sudden death' in medical terminology?
4. Barriers of effective communication.
5. Differences between interpersonal communication and mass communication.
6. What are the components of communication process? Explain the role of feedback.
7. Hospital Health Information system.
8. Role of a public relation officer in a multi-specialty hospital.
9. Medical audit.

Register Number :

Name of the Candidate :

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**M.B.A. (Hospital Management)
DEGREE EXAMINATION, 2011**

(FIRST YEAR)

(PAPER - I)

110. HEALTH COMMUNICATION

May]

[Time : 3 Hours

Maximum : 100 Marks

I. Answer any TWO of the following:

(2 × 20 = 40)

1. Define counseling. Enumerate the tips for a good counseling and add an note on skills required for a good counselor.
2. Define supervision. Discuss the various methods of supervision one should adopt as an administrator to improve the quality of hospital services.

Turn Over