PAPER ID-311685

Roll No:

MBA
(SEM I) THEORY EXAMINATION 2024-25
COMMUNICATION & PATIENT RELATION MANAGEMENT

TIME: 3 HRS   **M.MARKS: 100**

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1.   Attempt _all_ questions in brief.   **2 x 10 = 20**

Q no.	Question	CO	Level
a.	What is effective communication?	1	K1
b.	Define the objectives of communication?	1	K1
c.	Explain business correspondence.	2	K2
d.	Explain the oral skills with use.	2	K2
e.	Why 'patient care' is important?	3	K1
f.	Define the hierarchy of hospital department.	3	K1
g.	Identify the full form of ARDRG, HBG& DRG?	4	K3
h.	What do understand by ICD 9(CM, PM)?	4	K1
i.	Explain patient medical records?	5	K1
j.	Define disaster preparedness.	5	K1

SECTION B

2.   Attempt any _three_ of the following: **10 x 3 = 30**

a.	Measures to Overcome barriers to communication.	1	K5
b.	How to utilize Circulars, Notices and Memos in business correspondence?	2	K1
c.	Distinguish between patient safety and patient risk management.	3	K4
d.	Explain patient empowering classification systems.	4	K2
e.	Elaborate the policies and procedures for maintaining medical records.	5	K6

SECTION C

3.   Attempt any _one_ part of the following: **10 x 1 = 10**

a.	Define the Gateways of communication in an organization.	1	K1
b.	Elaborate the Forms and Process of communication.	1	K6

4.   Attempt any _one_ part of the following: **10 x 1 = 10**

a.	What are enquiries and replies? How do you ask business enquiries and replies? Explain with example.	2	K1
b.	Define circulars, Notice and memos in writing communication skills?	2	K1
5.	**Attempt any _one_ part of the following:**		**10 x 1 = 10**
a.	Illustrate the roles of departments or managers in enhancing care.	3	K2
b.	Discuss the practical examples of patient centric management in hospitals.	3	K6
6.	**Attempt any _one_ part of the following:**		**10 x 1 = 10**
a.	Why do we need to classify patients? Define the types of patient.	4	K1
b.	Explain the case mix innovation system with example.	4	K2
7.	**Attempt any _one_ part of the following:**		**10 x 1 = 10**
a.	Define the policies and procedures for general safety ?	5	K1
b.	Explain the fire safety procedure for evacuation with their advantages?	5	K2