Reg. No.: …….

First Year MHA Degree Supplementary Examinations March 2022

Organizational Behavior & Managerial Communication

(2013 Scheme)

Time: 3 Hours **Max Marks: 100**

- ***Answer all questions to the point neatly and legibly • Do not leave any blank pages between answers • Indicate the question number correctly for the answer in the margin space***
- ***Answer all parts of a single question together • Leave sufficient space between answers***
- ***Draw table/diagrams/flow charts wherever necessary***
- ***Write Section A and Section B in separate answer books (32 pages) Do not mix up questions from section A and section B***

QP Code: 127380 **Section A – Organizational Behaviour** **50**

Essay: **(20)**

1. Define organizational development process and explain the strategies and techniques used in the process with suitable case illustrations from hospital management in Kerala.

Short Essay: **(10)**

2. What you mean by group dynamics. Explain how this can be effectively utilized in organizational behaviour development.

Short notes: **(4x5=20)**

3. Value analysis.
4. Organisational climate.
5. Leadership roles.
6. Job Satisfaction

……

QP Code: 128380 **Section B – Managerial Communication** **50**

Essay: **(20)**

1. Define public relation and explain how the communication strategies can be effectively utilized in the public relation process of a hospital.

Short Essay: **(10)**

2. Define a report and explain the qualities of a good report in the context of hospitals in Kerala.

Short notes: **(4x5=20)**

3. Group communication.
4. Creativity.
5. Minutes.
6. Self assessment.

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