

CP-8639

Sub. Code

21

M.B.A. DEGREE EXAMINATION, APRIL 2018

Second Semester

Health Services Management

RESEARCH METHODOLOGY AND STATISTICS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Research.
2. Write down any four objective of Research.
3. Distinguish between Research Methods and Research Methodology.
4. Write short notes on Experience survey.
5. What is Research Design?
6. Define the standard error in sampling analysis.
7. What is hypothesis?
8. What is Chi-Square test?
9. What is Data Analysis?
10. Describe the purpose of Research proposal.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the qualities of a good Researcher?

Or

- (b) Explain the methods of sampling

12. (a) What are the advantages and disadvantages of using the secondary data?

Or

- (b) Describe fully the techniques of defining a research problem.

13. (a) Explain the essential dimension of a sound research proposal.

Or

- (b) The following table shows the results of a paired-comparison preference test of four cold drinks from a sample of 200 persons :

Name	Coca cola	Limca	Goldspot	Thumpsup
Coca cola	–	60*	105	45
Limca	160	–	150	70
Goldspot	75	40	–	65
Thumps up	165	120	145	–

* To be read as 60 persons preferred Limca over Coca cola.

- (i) How do these brands rank in overall preference in the given sample?
- (ii) Develop an interval scale for the four varieties of cold drinks.

14. (a) Write short notes on the following :
- (i) Correlation
 - (ii) Rank correlation
 - (iii) Regression analysis
 - (iv) Co-joint analysis
 - (v) Factor analysis.

Or

- (b) The procedure of utilizing hypothesis requires a researcher to adopt several steps. Describe.
15. (a) Mention the different types of report and point out the difference between technical report and a popular report.

Or

- (b) What are the guiding considerations in the construction of questionnaire? Explain.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) “Research is much concerned with proper fact findings, analysing and evaluation’. Do you agree within this statement? Give reasons in support of your answer.

Or

- (b) “Experimental method of research is not suitable in management field”. Explain, what are the problems in the introduction of this research design in business organization?

17. (a) 12 students were given intensive coaching and 5 tests were conducted in a month. The scores of tests 1 and 5 are given below. Does the score from Test 1 to Test 5 show an improvement. Use 5% level of significance.

No.of Students : 1 2 3 4 5 6 7 8 9 10 11 12

Marks in I Test : 50 42 51 26 35 42 60 41 70 55 62 38

Marks in II Test: 62 40 61 35 30 52 68 51 84 63 72 50

Or

- (b) Are you in agreement with the following statements? If so, give reasons :
- (i) Validity is more critical to measurement than reliability
 - (ii) Stability and equivalence aspects of reliability essentially mean the same thing
 - (iii) Content validity is the most difficult type of validity to determine
 - (iv) There is no difference between concept development and concept development
 - (v) Reliable measurement is necessarily a valid measurement.
18. (a) “Empirical research in India in particular creates so many problems for the researchers”. State the problem that are usually faced by such researchers.

Or

- (b) Write short notes on the following :
- (i) The techniques of writing report
 - (ii) Characteristics of a good research report
 - (iii) Bibliography and its importance in context of research report
 - (iv) Rewriting and polishing of report.

CP-8640

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M.B.A. DEGREE EXAMINATION, APRIL 2018.

Second Semester

Health Service Management

MATERIALS MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is materials management?
2. What is material planning?
3. What is hedging?
4. What do you mean by packaging?
5. What is economic order quantity?
6. Define quality.
7. What is standardization?
8. What is ABC analysis?
9. Define equipment.
10. What is information system in materials management?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the objectives of materials management?

Or

- (b) Explain material cycle.

12. (a) Explain in detail purchase procedure.

Or

- (b) What are the conditions of contract?

13. (a) What is the procedure for shares location and layout?

Or

- (b) How does centralized purchasing differ from decentralized purchasing?

14. (a) Explain the legal and ethical aspects of purchasing.

Or

- (b) Explain equipment audit.

15. (a) What are the benefits of packaging?

Or

- (b) Discuss about distribution of materials.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the functions of materials manager?

Or

(b) Explain the steps involved in planning and selection of equipment.

17. (a) Explain inventory control.

Or

(b) Discuss about distribution of materials.

18. (a) How will you verify and inspect the materials ordered in an hospital?

Or

(b) Explain waste management in packaging.

CP-8641

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23

M.B.A. DEGREE EXAMINATION, APRIL 2018

Second Semester

Health Service Management

**MARKETING MANAGEMENT AND HEALTH CARE
SERVICES MARKETING**

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing.
2. Differentiate between business market and consumer market.
3. What is Marketing Mix?
4. What do you understand by "Service Encounter"?
5. Define pricing and mention its importance.
6. Define Sales Promotion.
7. Define service segmentation.
8. What is Online Business?
9. Does Advertising play an important role – You views?
10. Mention few promotional tools used in service marketing.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Holistic marketing concept – Your comments.
Or
(b) Explain the five stage model of the consumer buying process.
12. (a) Explain briefly SWOT analysis.
Or
(b) Explain Gaps model.
13. (a) Mention the roles played by Buying Center.
Or
(b) Mention service life cycle.
14. (a) Does segmentation plays an important role in a products success – Give examples.
Or
(b) Explain the Channels of Distribution.
15. (a) Explain briefly the role of Digital Marketing.
Or
(b) Write a note on Market Research.

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain the core concepts of marketing.
Or
(b) Comment on the factors influencing consumer behaviour.

17. (a) Explain strategic marketing planning.

Or

(b) Does pricing plays a vital role in service marketing – Your comments.

18. (a) Sales promotion in Health Care Industry – Your view.

Or

(b) 'Customer satisfaction' How important in Health Care Industry – Explain.

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M.B.A. DEGREE EXAMINATION, APRIL 2018

Second Semester

Health Service Management

OPERATIONS MANAGEMENT – I

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is TPA? Define.
2. Which department is called the mirror of institution?
3. How will you manage the emergency case?
4. What is ESOP?
5. What is Central Pension Account (CPA)? Define.
6. Describe customer delight.
7. What is difference between procedures and protocols?
8. What is state-of-the art technology?
9. Write short notes on support services with three examples.
10. What is brand name?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the ICD in coding system.

Or

(b) Explain need for family counselling.

12. (a) Describe the functions and procedures of cardiac department.

Or

(b) Describe duties and responsibilities of MRO.

13. (a) Explain the hospital responsibilities to a patient.

Or

(b) How importance is coordination with reference to front office management?

14. (a) Is training different from development.

Or

(b) Explain in detail about environment hygiene.

15. (a) What are the problems that are to be avoided in appraising the performance?

Or

(b) Short notes on pest control and infection control in a hospital.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the need for security department in multispeciality hospital.

Or

- (b) Explain the process of communication from OPD to IPD.

17. (a) What are unique functions of personal department in a hospital?

Or

- (b) Explain health service and health administration.

18. (a) Describe the waste management procedures.

Or

- (b) Highlight the efficacy of ambulance services.

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M.B.A. DEGREE EXAMINATION, APRIL 2018

Second Semester

Health Service Management

HEALTH CARE AND WELLNESS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write any two communicable diseases.
2. Define Epidemiology.
3. AYUSH.
4. What is sterilization and disinfection?
5. Write any five investigations related to cardiovascular system.
6. What is illness?
7. Define blood pressure.
8. Define epidemiology.
9. Define Ayurveda.
10. Define concept of Health.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Brief about fire safety.
Or
(b) Explain about safety groups and Rh factor.
12. (a) Describe about Natural calamities.
Or
(b) Draw and explain female reproductive system.
13. (a) Colour coding system in Hospital waste management.
Or
(b) Explain about thyroid gland and its functions.
14. (a) Write any five diseases of respiratory system.
Or
(b) Write in brief about vital signs.
15. (a) Write about the determinants of health.
Or
(b) Define environmental hygiene and explain.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is immunization schedule? Add a note on cold chain system.
Or
(b) Elaborate chain of infection. Write about any five Non-communicable diseases.

17. (a) Explain details about allopathy medicines.

Or

(b) Draw a neat labelled diagram of heart and explain its structure and function.

18. (a) Explain in detail about infection control in hospital.

Or

(b) Write in detail about steps in disaster management.

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M.B.A. DEGREE EXAMINATION, APRIL 2018

Second Semester

Health Service Management

QUALITY MANAGEMENT IN HEALTH CARE

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How to quality for profit is calculated?
2. How do a hospital can do bench marking?
3. How SQL can help the health care industry?
4. State the significance of customer satisfaction in quality.
5. What do you mean by ISO 9000 system?
6. What is JCI standards? List its wages.
7. State the significance of TPM in quality.
8. Why coordination is so important in quality management?
9. State the principle of modern economy.
10. What do you mean by work study?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain cost of quality.

Or

(b) How strategic quality planning is done? Explain.

12. (a) Explain the process of statistical quality control.

Or

(b) How do you measure customer satisfaction in hospitals? Explain.

13. (a) How ISO audit is done in hospitals? Explain.

Or

(b) Explain NABH standards and its significance.

14. (a) Explain the steps of achieving six Sigma in hospitals.

Or

(b) Write a short note on QAC.

15. (a) Write the procedure of conducting method study.

Or

(b) How to manage resistance to change in hospital?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) How the synergy in team will work in health care? Explain.

Or

- (b) Explain the benefits of check list in ISO audit.

17. (a) Explain lean six sigma and its application in hospitals.

Or

- (b) How significant? Total productive maintenance is for health care? Explain.

18. (a) How time study care be condensed? Explain the standard time calculation.

Or

- (b) Explain the productivity concepts.
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