CP–9648

Sub. Code
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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Health Service Management

HEALTH MANAGEMENT PROCESS AND BEHAVIOUR

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Management.

2.   List out the various functions of management.

3.   Differentiate planning and decision making.

4.   What is MBO?

5.   Define Span of control.

6.   What is perception?

7.   What is Group Dynamics?

8.   Who is a Entrepreneur? What are the essential characteristics of a Entrepreneur?

9.   Define :

   (a)   Values

   (b)   Attitude

10.   Relate creativity and Innovation.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What do you mean by social responsibility of business and Elucidate the role of Hospital.

Or

(b) What are the various desirable characteristics that planning should possess in order to be effective.

12. (a) Discuss the Emerging trends in corporate structure.

Or

(b) Write short notes on :

(i) Beliefs

(ii) Stress management

(iii) Power

(iv) Politics.

13. (a) What are the factors determines employees personalities?

Or

(b) Communication plays a vital role in hospital-Justify.

14. (a) List out the various types of approaches of Leadership.

Or

(b) Define delegation of authority. Differentiate centralized and decentralized authority.

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15. (a) What is performance standards and explain how it is measured?

Or

(b) Comment "motivation is one of the key factor in an organization".

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Prove "Management is an Art or Science".

Or

(b) Explain the different aspects of macro environment emphasizing the planning process of an Organization.

17. (a) Explain the various techniques initiated in Decision making process.

Or

(b) List out the important skills that influence the capability of a manager in an Organization.

18. (a) Discuss the impact of technology in informal Organization.

Or

(b) How will you measure the performance of employees in a organization.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Health Service Management

BASICS OF ACCOUNTING

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   State the rules for debiting and crediting.

2.   What is Trial balance?

3.   What is earnings per share?

4.   What is inflation accounting?

5.   What is P/V ratio?

6.   What is Prime cost?

7.   What is a ledger?

8.   What do you mean by bad debts?

9.   State any three objectives of accounting.

10. What is ratio analysis?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain various accounting conventions.

Or

(b) What are the functions of financial accounting?

12. (a) Explain subsidiary books.

Or

(b) Record the following transactions in double column cash book with cash and discount column :

2017		Rs.
May 1	Cash balance	30,000
2	Cash received on sale of furniture	3,000
4	Paid into bank	2,000
5	Paid to Arul	1,000
	Discount allowed by him	50
8	Paid salaries	800
10	Received from Mohan	3,000
	Discount allowed to him	75
12	Goods sold for cash	4,000
14	Cash withdrawn for personal purpose	300
16	Received from Sathya	10,000
	Allowed him discount	300
19	Paid to John	5,000
	Discount received from him	50
20	Drew cheque for office use	200
28	Office rent paid	100

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13. (a) Explain application of accounting for Human Resources and materials.

Or

(b) From the following Information, ascertain how much the value of sales must be increased for the company to break even

Sales   Rs.4,00,000

Fixed cost   Rs.1,80,000

Variable cost   Rs.2,50,000

14. (a) Explain break-even analysis.

Or

(b) What are the causes for the differences between cash book and pass book?

15. (a) From the following calculate the pay-out ratio and the retained earnings ratio.

	Rs.
Net profit	10,000
Provision for tax	5,000
Preference dividend	2,000
No. of equity shares	3,000
Dividend per equity share	0.40

Or

(b) What are the usefulness and limitations of financial ratios?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) From the following balances from the books of XYZ Ltd., on 31.3.2017, prepare Trading Profit and loss account and Balance Sheet as on that date :

Particulars	Rs.
Opening stock	6,250
Sales	59,000
Depreciation	3,335
Commission (credit)	1,055
Insurance	1,900
Capital	46,140
Creditors	8,900
Bills payable	2,705
Plant and Machinery	31,150
Returns outwards	6,900
Cash in hand	4,475
Salaries	3,750
Debtors	9,525
Discount (Debit)	1,640
Carriage inwards	1,500
Furniture	3,350
Printing	2,405
Carriage outwards	1,000

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Particulars	Rs.
Bills Receivable	13,650
Wages	7,945
Returns inwards	8,295
Bank overdraft	20,000
Purchases	43,395
Cash in hand	235
Bad debts	900

The value of stock on 31st March, 2017 was Rs.18,500.

Or

(b) Explain the importance of management accounting.

17. (a) The sales turnover and profit during two years were as follows :

Year	Sales	Profit
	Rs.	Rs.
2015	1,40,000	15,000
2016	1,60,000	20,000

Calculate :

(i) P/V ratio

(ii) BEP

(iii) Sales required to earn a profit of Rs.40,000

(iv) Fixed expenses

(v) Profit when sales are Rs.1,20,000.

Or

(b) What are the applications of marginal costing in an hospital?

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18. (a) What is the significance of variance analysis?

Or

(b) What are the essential factors for installing a cost accounting system?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Health Service Management

HEALTH ECONOMICS AND POLICY

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define health economics.

2. Define National health care program.

3. What is monopolistic competition?

4. Why there is a need for National health policy?

5. What is elasticity of demand?

6. What is the scope of health economics?

7. What are the determinants of health?

8. How does perfect competition work?

9. Define ergonomic

10. What is oligopoly?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Review India's health policy.

Or

(b) Role of public and private institutions in Indian health care.

12. (a) Describe utility analysis.

Or

(b) Discuss — National urban health mission.

13. (a) What are the forecasting techniques and steps of demand?

Or

(b) Explain laws of demand and supply.

14. (a) What are the health systems in India?

Or

(b) What are the results of health expenditure?

15. (a) How is price determined under the monopolistic competition?

Or

(b) Discuss about the market classification under health care delivery.

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Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain rationale of Government's intervention and control.

        Or

    (b) What are fixed, variable and semi- variable cost with suitable example in the health care delivery?

17. (a) Role of government in providing health care in India.

        Or

    (b) Explain budget allocation in health care service.

18. (a) "Is privatization a boon or bane to the Indian health care system — comment".

        Or

    (b) How will you find out consumer behavior and satisfaction in health care?

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Sub. Code
92114

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Health Service Management

HUMAN RESOURCE MANAGEMENT

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Human Resource Management.

2.   What do you mean by HR inventory?

3.   State different types of rewards.

4.   What are the methods of Staff Selection?

5.   How do you identify the training needs of an enterprise?

6.   What are the functions of HRD Manager?

7.   What is recruitment appeal?

8.   Write short notes on manpower planning.

9.   What is the job description information?

10.   What is employee empowerment?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the various roles of HR Manager in an organisation.

Or

(b) Explain the different steps in selection process.

12. (a) Explain the stages involved in career management.

Or

(b) Describe the barriers to Personnel Evaluation.

13. (a) Discuss the modern methods of performance appraisal.

Or

(b) Discuss how the group discussion can be treated to be a helpful method of employee training.

14. (a) Explain different Techniques of job evaluation what are the advantage and disadvantages of each technique.

Or

(b) Explain the different types of insurance policies.

15. (a) Discuss the different theories of motivation.

Or

(b) How is grievance redressed? Out line the grievance redressal procedure.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) "Managerial appraisal suggested by Harold Koontz in just an extension of performance appraisal concept to managers and it is not a new concept" – Explain.

Or

(b) What is the process of Manpower Planning before a factory is commissioned and for an ongoing enterprise? Examine different approaches for manpower control and review.

17. (a) Differentiate the training effectiveness from training evaluation. What are the essential ingredients of a successful evaluation of training programme?

Or

(b) "Wages Boards have taken a narrow view of their problems and have over looked the wider effects of their recommendations" – Discuss.

18. (a) What are the problems in career planning and development? Suggest the measures for effective career planning and development.

Or

(b) Identify and briefly describe the management development techniques relating to :

(i) decision – making skills

(ii) interpersonal skills

(iii) job knowledge

(iv) organisational knowledge.

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CP–9652	Sub. Code 92115

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Health Services Management

HEALTH MANAGEMENT INFORMATION SYSTEM

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define management information system.

2.   What are the three types of data? Define.

3.   What are the basic components of a DSS?

4.   What is the role of MIS in Hospital Records?

5.   What is ethics?

6.   What are the disadvantages of ERP system in hospital sector?

7.   Define data warehouse.

8.   What are the objectives of E-governance?

9.   What can data mining do in a hospital?

10. What are the tangible benefits of intranet in a hospital?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Define information system. What are its characteristics?

Or

(b) What is KMS? Explain its features.

12. (a) Enumerate the characteristics of DSS.

Or

(b) List out the role, advantages and disadvantages of DBMS in hospital industry.

13. (a) Explain how MIS helps in structured and unstructured decision making process in hospitals.

Or

(b) Explain the various phases of data mining.

14. (a) Briefly discuss the various control measures that are required in a hospital services MIS.

Or

(b) How do MIS help in hospital stare management?

15. (a) Write down various applications of data warehousing.

Or

(b) Write a short note on role of Excel in various functional areas of a hospital.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe various input and output processing and control variables of financial information system with suitable example.

Or

(b) What are the e-business security issues? How to overcome them?

17. (a) Discuss the types of decision and related information required in a hospital.

Or

(b) Analyse the use and impact of internet in MIS.

18. (a) Explain the Ethical issues in MIS.

Or

(b) Discuss the common threats to computerised information system.

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| 92116 |

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

First Semester

Health Service Management

CORPORATE FINANCE AND MANAGEMENT ACCOUNTING

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What you mean by Financial Management?

2.   What you mean by risk-return Trade off?

3.   What is meant by Time value of money?

4.   What is called capital Budgeting?

5.   What you mean by cash flow statement?

6.   What you mean by operating leverage?

7.   What you mean by net working capital?

8.   What is meant by Stock market?

9.   What you mean by shares?

10.   What is called Joint ventures?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the significance of Financial Management?

Or

(b) What are the natures of capital Budgeting?

12. (a) What are the critical factors to be observed while making replacement investment decisions?

Or

(b) What are the forms of dividends?

13. (a) What are the determinants of working Capital Management?

Or

(b) Explain

   (i) Cash Management

   (ii) Inventory Management

   (iii) Capital Finance

14. (a) What you mean by venture capital? What are the characters of venture capital?

Or

(b) What are the types of financial statements?

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15. (a) What are the Evaluation techniques of Discounted cash flow techniques?

    Or

    (b) What are the techniques of non-Discounted cash flow techniques?

    Part C (3 × 10 = 30)

    Answer **all** questions.

16. (a) What are the objectives of financial Management?

    Or

    (b) What is capital rationing? What are characters of project selection?

17. (a) What you mean by EOQ? What are the assumptions of EOQ?

    Or

    (b) What are the advantages of working capital financing?

18. (a) What are the factors influencing dividend policy?

    Or

    (b) What are the factors influencing working capital management?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Second Semester

Health Services Management

RESEARCH METHODOLOGY AND STATISTICS

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   State the criteria for good research.

2.   How do you define a research problem?

3.   Write short note on: Experience survey and Pilot survey

4.   What is Research design?

5.   Define simple factorial design.

6.   Distinguish between Type I Error and Type II Error.

7.   What is Research?

8.   What is Interpretation?

9.   Define Regression.

10.   What is a good sample?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the significance and importance of Research Design.

Or

(b) Explain the types of measuring dispersion.

12. (a) Write short notes on :

(i) Semantic differential scale

(ii) Scalogram analysis

(iii) Likert type scale.

Or

(b) Critically examine the following :

(i) Interview introduce more bias than does the use of questionnaire

(ii) Data collection through projective techniques is considered relatively more reliable.

13. (a) Enumerate the different methods of collecting data, which one is the most suitable for conducting enquiry regarding family welfare programme in India.

Or

(b) State the reasons why sampling is used in the context of research studies.

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14. (a) Explain hypothesis testing.

Or

(b) Explain the various types of research in detail using examples.

15. (a) Write a note on guidelines for successful Interviewing.

Or

(b) Describe the uses of Z-test, T-test and F-test.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly describe the different steps involved in a research process.

Or

(b) The following are the number of departmental stores in 10 cities:

35, 27, 24, 32, 42, 30, 34, 40, 29 and 38. If we want to select the sample of 15 stores using cities as clusters and selecting within cluster proportional to size, how many stored from each city should be chosen? (Use a starting point of 4).

17. (a) Report writing is more an art that hinges upon practice and experience explain.

Or

(b) "The task of defining the research problem often follows a sequential pattern". Explain.

3   **CP–9654**

18. (a) "Research design in exploratory studies must be flexible but in descriptive studies, it must minimise bias and maximise reliability". Describe.

Or

(b) "Interpretation is an art of drawing inferences, depending upon the skill of the researcher". Elucidate the given the given statement explaining the techniques of interpretation.

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CP–9655		Sub. Code
		92122

M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Define materials management.

2.   What is sampling?

3.   Define purchasing.

4.   What is Arbitration?

5.   What is reorder level?

6.   What is material budget?

7.   What is ABC analysis?

8.   What are the objectives of materials management?

9.   Define equipment.

10. What is codification of materials?

Part B $(5 \times 5 = 25)$

Answer **all** questions.

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

Or

(b) Explain materials cycle.

12. (a) What are the advantages of using standard specification?

Or

(b) Explain Arbitration procedure in materials dispute.

13. (a) What is the procedure for import of equipment?

Or

(b) Write a note on equipment audit.

14. (a) What are the legal and ethical aspects of purchasing?

Or

(b) How materials are stored in an hospital?

15. (a) What are the problems and issues in an hospital?

Or

(b) Explain inventory distribution of materials.

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Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the information system for materials management.

Or

(b) Explain purchasing cycle.

17. (a) Explain equipment repair and maintenance.

Or

(b) Explain value analysis in inventory.

18. (a) Explain in detail packaging of materials.

Or

(b) As a manager in an hospital. What steps will you take for inventory control where procuring finance is a constraint?

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	92123

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 service marketing and mention its importance.

2.   Simple marketing system – Short note.

3.   Define consumer behaviour and factors influencing consumer behaviour.

4.   Define environmental analysis.

5.   Define strategy.

6.   Mention the advantages of customer satisfaction.

7.   Define customer perception.

8.   Define penetrative pricing.

9.   Mention any two strategies for hospital promotion.

10. Define digital marketing. and its merits.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Explain the concepts of marketing.

    Or

    (b) Explain marketing mix.

12. (a) As a marketing manager what will be your strategies for a new product development?

    Or

    (b) Explain product life cycle.

13. (a) Role of I.T in service industry – Your views.

    Or

    (b) Explain various types of pricing.

14. (a) What would be your strategy for distribution in service industry?

    Or

    (b) Write on the various promotional tools used in the promotion of services.

15. (a) Explain service encounter.

    Or

    (b) Explain briefly marketing research.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain environmental analysis.

Or

(b) Based on the core concepts draw a detail plan to launch a new service product.

17. (a) Explain GAPs analysis.

Or

(b) How would you segment the market for a service product?

18. (a) Draw a promotional chart for a new service product.

Or

(b) How does advertising play a major role in marketing of a service product?

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92124

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 BLS? Highlight the importance.

2.   What is code red?

3.   What is coding?

4.   What do you understand by induction?

5.   What are the two types of payment?

6.   What is biomedical waste management?

7.   Differentiate between administration vs management.

8.   Write on gate pass?

9.   Write on family counselling?

10.   Write short notes on grievance handling.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Ambulatory core services.

Or

(b) Write an essay on sanitation.

12. (a) Highlight the importance of infection control and measures should be followed in hospital.

Or

(b) Discuss the importance of communication system in a hospital.

13. (a) What is deficiency check? Illustrate with examples and give importance.

Or

(b) Explain the various sectors of hospitals.

14. (a) Explain the NABH standards related with guest relations.

Or

(b) Discuss the functions of neurology department.

15. (a) Explain functions and responsibilities of physiotherapy department and physiotherapist.

Or

(b) Give the advantages and limitations of interview technique in employee selection.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is megical Negligence? Explain the various forms of Negligence.

Or

(b) As a administrator what kind of parameters will you get for maintaining standards.

17. (a) Explain how do you optimise admission and discharge process to improve the patient satisfaction.

Or

(b) Draw a layout and departmental chart of physiotherapy department of 500 bedded hospital and explain its duties and responsibilities.

18. (a) Write short notes on :

(i) MLC

(ii) RTA.

Or

(b) Explain duties and responsibilities of ICU care nurses.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Define Health.

2.   Types of tissues.

3.   Define Immunity.

4.   What is first acid?

5.   Expand NRHM, UIP and EPI.

6.   Determinants of Health.

7.   Layers of Heart.

8.   What do you mean by trauma.

9.   Give few examples for bacteria diseases.

10.   Define Disaster.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on anatomy of Heart.

Or

(b) Write a brief note on Heart sounds.

12. (a) Write about excretory organs in our body.

Or

(b) Write a brief note on biomedical waste management.

13. (a) Brief the types of endocrine glands and write about pituitary functions.

Or

(b) What are the safety measures to follow in Hospital?

14. (a) List the types of Disaster. Explain any two.

Or

(b) Explain about Ayurvedic medicine.

15. (a) Define CPR and Explain.

Or

(b) Determinants of Health.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Draw a neat diagram of GI system and write the functions of each part.

Or

(b) Write in detail about immunization schedule.

2   **CP–9658**

17. (a) Define communicable disease and discuss any three and write about chain of infection.

Or

(b) Draw a neat diagram of Male reproductive system and write about spermatogenesis.

18. (a) Write the causes of hospital fire. Safety in ICU regarding fire safety.

Or

(b) Draw a neat diagram of respiratory system and factors affecting respiration.

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	92126

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. List the cost of quality.

2. Define TQM.

3. State the purpose of quality assurance.

4. Elucidate the requirement of SQC.

5. State the benefits of Quality Standards.

6. What NABH standards are used?

7. What do you mean by TPM?

8. How significant the coordination is in quality management?

9. Define prodnetivity.

10. List the methods of prodnetivity time study.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) How competitive bench marking is done in hospitals?

Or

(b) List the various components of cost of quality Explain.

12. (a) Describe strategic quality planning and its application in hospitals.

Or

(b) Explain the procedure ISO audit in hospitals.

13. (a) Describe the procedure for measuring customer satisfaction in hospitals.

Or

(b) List out the steps in implementing six sigma in hospitals and explain.

14. (a) Explain the importance of NBAH standards in hospitals.

Or

(b) How the resistance to change can be managed in hospitals? Explain.

15. (a) Write short notes on Quantity circle.

Or

(b) State the importance of method study and its procedure to conduct method study.

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Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Explain the importance of statistical quality control in hospitals.

        Or

    (b) How lean six sigma in significant in hospitals? Explain.

17. (a) Explain the benefits of check list in ISO.

        Or

    (b) State the importance of synergy in team work and explain.

18. (a) Is prodnetivity is essential for hospitals? Explain its importance.

        Or

    (b) Explain the procedure for calculating standard time.

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	92131

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Health Service Management

OPERATIONS RESEARCH

(2016 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. State the significance of Operations research in health care.

2. What is the major application of Linear programming problem (LPP) in health care?

3. Enumerate the relationship between primal and dual in LPP.

4. State the significance of transportation model in business.

5. How assignment model can be used in shop floor?

6. How balancing can be done in transportation model?

7. How do you check optimality in assignment model?

8. What do you mean by critical path?

9. Describe the situation in which the simulation model can be used.

10. How the Queuing model is useful for service industries?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) A company has two operational departments *A* and *B* with the capacity to produce two different cloths suiting and shirting yielding Rs. 2 and Rs. 4 as profit per meter. One meter of suiting requires 3 minutes of processing in *A* and 2 minutes in *B*, where on shirting requires 4 minutes in *A* and one minute in *B*. The department *A* and *B* are available for processing 60 and 40 hrs respectively. Formulate this problem as LPP.

Or

(b) Explain the procedure of solving LPP using Simplex method.

12. (a) Solve the following Transportation model using (i) North West Corner method (ii) VAM method.

Destination

		A	*B*	*C*	*D*	Supply
	I	9	6	8	9	30
Source	II	7	8	7	7	40
	III	8	10	7	9	60
Demand		25	30	50	40	

Or

(b) Explain the procedure for getting optimal solution in transportation model.

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13. (a) Find the critical path for the following project and total project completion time.

Activity : A B C D E F G H

Predecessor : – – B C A,D D A,D E

Duration 6 5 2 2 2 1 6 5

Or

(b) Find the total minimum cost of processing from the following cost table by assignment method.

Machine

		A	B	C	D	E
	I	4	8	10	9	10
Worker	II	6	10	11	12	11
	III	11	6	8	10	12
	IV	10	12	7	6	6

14. (a) On an average 96 patients per 24 hr day requires the services of an emergency clinic. It takes an average service time of 10 min to treat a patient. Calculate

(i) average no. of patients waiting in the queue.

(ii) average waiting time of patients in the system.

(iii) probability of arriving patient to wait to see doctor.

Or

(b) Explain the models in decision making under uncertainty.

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15. (a) A store purchase materials for consumptions. Previous experience indicates that the weekly demand are as follows :

Weekly demand :	10	20	30	40	50	60
Probability :	0.02	0.12	0.5	0.15	0.2	0.01

Consider the following sequence of random no.'s :

14, 09, 77, 68, 62, 78, 19, 51, 48, 15

Simulate the demand for next 10 weeks and calculate the average demand.

Or

(b) Explain the requirement of simulation models and the procedure to solve the model.

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Solve the following LPP using Simplex method :
Max. $Z = 5x_1 - 3x_2 + 3x_3$

Subject to : $9x_1 + 6x_2 + 6x_3 \leq 360$

$6x_1 - 6x_2 + 12x_3 \leq 60$

$3x_1 + x_2 - 3x_3 \leq 60$

$x_1, x_2, x_3 \geq 0.$

Or

(b) Max. $Z = 4x_1 + 3x_2$

Subject to constraints :

$2x_1 + x_2 \leq 1000$

$x_1 + x_2 \leq 800$

$x_1 \leq 400$

$x_2 \leq 700$

$x_1, x_2 \geq 0.$

Solve the above problem by graphical method.

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17. (a) Solve the following travelling salesman problem.

		A	B	C	D	E
	A	–	9	12	8	9
From	B	9	–	11	8	9
	C	12	11	–	12	10
	D	8	8	12	–	12
	E	9	9	10	12	–

To (column header above A B C D E)

Or

(b) A marketing company has four warehouses and five markets to supply a FMCG product. Find the optimal allocation of inventories to the different depots using transportation models.

		M_1	M_2	M_3	M_4	M_5	Capacity
	I	6	9	7	6	4	700
Warehouse	II	5	8	8	7	6	600
	III	9	5	7	7	5	800
	IV	7	6	5	4	7	400
Demand		350	600	350	700	500	

Market (header above M_1–M_5)

18. (a) Consider the following project :

Activity	A	B	C	D	E	F	G
Predecessor activity :	–	A	A	A	A,B	A,C	A,C
Duration	2	4	4	3	4	7	2
Activity	H	J	K	L	M	N	
Predecessor activity :	A,D	F	H	J	E,G,L	M,K	
Duration	5	2	5	2	3	2	

Draw the network, calculate total project completion time. Identify the critical path and compute the total float.

Or

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(b)   Consider the following details of a project :

Activity	Predecessor activity	Duration		
		a	m	b
A	–	4	4	10
B	–	1	2	9
C	–	2	5	14
D	A	1	4	7
E	A	1	2	3
F	A	1	5	9
G	B,C	1	2	9
H	C	4	4	4
I	D	2	2	8
J	E,G	6	7	8
K	F,H	2	2	8
L	F,H	5	5	5
M	I,J,K	1	2	9
N	L	6	7	8

(i)   Construct the network.

(ii)   Calculate the project completion.

(iii) Find out the critical path.

(iv)   What is the probability that the project will be completed on or before 35 weeks?

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92132

M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Health Service Management

COUNSELLING

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define counselling.

2. Write on limits of a counsellor in practice.

3. Differentiate Eustress and Distress.

4. Define communication.

5. Explain counsellor – counselle relationship.

6. Brief on ego states.

7. Write on stressors and its types.

8. Difference between hearing and listening.

9. What can group therapy help with?

10. Write on importance of listening while counselling the suicidal.

Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Write on the basic principles of counselling.

Or

(b) Elaborate on the theories of counselling.

12. (a) Write on the process of communication and its importance.

Or

(b) Brief on history taking process.

13. (a) Elaborate on transactional analysis.

Or

(b) Write in detail the challenges and limits faced by a counsellor.

14. (a) Write on importance of listening skills while counselling the suicidal.

Or

(b) Explain the process in counselling the terminally ill.

15. (a) Brief on the ethics in counselling.

Or

(b) Elaborate on how to develop case histories.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on the specific approaches to counselling in detail.

Or

(b) How will you counsel a HIV positive person?

17. (a) Write in detail about Egan's developmental model of helping and interpersonal relating.

Or

(b) Explain the counselling techniques used to handle a person addicted to drugs.

18. (a) What is conflict and the strategies followed in resolving organizational level conflict?

Or

(b) Write in detail about stress, its stages, stressors and its management.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Health Services Management

LAW RELATING TO HOSPITAL MANAGEMENT

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. When does a Industrial Dispute arise?

2. Who is a Surrogate Mother? What are the benefits available to her under Maternity Benefit Act?

3. What is Bonus?

4. What is IMS Act? Write about its objectives.

5. Define Euthanasia.

6. Can a court compel a Doctor to give evidence in a Criminal case? If yes explain with an example.

7. What is Vicarious Liability?

8. What is mens rea and actus rea?

9. What is Subpeona?

10. What is informed consent?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the civil and criminal legal actions taken against a medical practioner for his professional misconduct?

Or

(b) List down the unethical acts of the physiciains under the code of Ethics Regulation 2002 notified by the Medical Council of India.

12. (a) Write short notes on Provident Fund Act.

Or

(b) Write short notes on Bonus Act.

13. (a) Who is a consumer? Where can a consumer approach to redress his grievances under the Consumer Protection Act?

Or

(b) What are the objectives of Consumer Protection Act? Write about its importance.

14. (a) Define Tort and Negligence.

Or

(b) Can a Hospital be held responsible for the deficient act or professional misconduct of a Physician working in the Hospital? Discuss.

15. (a) What are Spurious Drugs, Adulterated Drugs and Misbranded Drugs?

Or

(b) Is Hospital an Industry? Justify your views.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write in detail about Minimum Wages Act

Or

(b) Write in detail about the Insurance Regulatory And Development Authority Act.

17. (a) Discuss the rights and liabilities of a women employee under Maternity Benefit Act.

Or

(b) What is autopsy? Write in detail about the types of autopsy, its legal requirement.

18. (a) List down the salient provisions of Birth and Death Registration Act.

Or

(b) What are the objectives and salient provisions of Prevention of Magic Remedies act?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Health Service Management

OPERATIONS MANAGEMENT – II

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Write importance of food servicing technique.

2. Write any few main blood bank center in India.

3. Write about WAN.

4. How to store fresh blood?

5. Write about RDA (Recommended dietary allowance).

6. What is medical audit?

7. Mention the Nurse : Patient ratio for ICU, OT, General ward and surgical ward.

8. Define ETO.

9. Differentiate between Hospital Nurse : Home Nurse?

10. Importance of Nursing record?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Coordination between the F and B department and dietary department towards patient well being.

Or

   (b) Mention few table manners.

12. (a) Describe the storage procedures followed in blood bank.

Or

   (b) What are the steps involved in organising a blood donation camp?

13. (a) Describe the model of networking.

Or

   (b) Importance of information system department in the hospital.

14. (a) Write about waste segregation protocols followed in the operation theatre.

Or

   (b) Describe the methods of storing medical equipments.

15. (a) Function of food service department in a hospital setup Explain.

Or

   (b) Relate the principles of management to nursing administration.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Prepare a flow chart for food and beverage department in a hospital.

Or

(b) Illustrate the layout and design of blood bank diagrammatically.

17. (a) Discuss the part played by the operation theatre in displaying the quality of the hospital.

Or

(b) What are the reports and documents maintained by the ward nurse.

18. (a) Prepare a checklist for implementing effective material management programme.

Or

(b) Write ten golden rules of material management.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Health Service Management

HOSPITAL PLANNING AND DESIGN

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Give two examples of modern trends in Indian Healthcare development.

2. Write any two objectives of Hospital planning.

3. What is Primary data in Market Survey?

4. Name any two analysis involved in Market study.

5. Mention any two Norms applicable to Hospitals.

6. Name few Diagnostic disciplines in a Hospital.

7. Mention some Human needs which needs to be considered specifically in designing Hospital building.

8. Mention few diagnostic disciplines of a Hospital Facility.

9. What are the stages involved in the Medical equipment selection?

10. What is MIS Review?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on scope for corporate hospitals.

Or

(b) What are the general objectives of Hospital planning and designing process.

12. (a) Explain the stages of marketing strategy plan for a Hospital project.

Or

(b) Explain SWOT Analysis.

13. (a) Explain the data collection process in Market Survey.

Or

(b) Write short note on designing interiors for Hospitals.

14. (a) Give a detailed note on technical analysis of land and building for Hospital project.

Or

(b) Write short note on designing interiors for Hospitals.

15. (a) Write a short note on location Relationship in Hospital planning.

Or

(b) Write a note on scope for application of modern technology in healthcare facilities.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on Indian healthcare scenario.

Or

(b) Explain Market Survey Analysis in detail.

17. (a) Give a detailed note on infrastructural requirements of a Hospital project.

Or

(b) Give a detailed note on regulatory norms and statutory approvals required to establish a Hospital.

18. (a) Explain in detail the steps involved in manpower planning for a Hospital project.

Or

(b) Explain the methodology of Hospital design for a healthcare facility in operation for modification, Addition and expansion plan.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2018

Third Semester

Health Service Management

HEALTH CARE STRATEGIC MANAGEMENT

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define strategic management.

2. Define vision.

3. Mention any two strategies for a multi speciality hospital.

4. Define Environmental analysis.

5. Write short note on pitfalls of strategic management.

6. What do you understand by the term environment scanning?

7. What are the fire elements in strategic implementation?

8. Mention any four qualitative factors in strategic evaluation.

9. Define corporate planning.

10. Write short note on mixed strategies.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the characteristics and importance of strategic management.

Or

(b) Organizational goals – your views.

12. (a) Explain Porter's fire forces model.

Or

(b) What do you understand by vertical integration?

13. (a) Why should any company pursue a stability strategy?

Or

(b) Write in detail about resource allocation.

14. (a) Explain environmental forecasting.

Or

(b) Explain Hofer's Analysis.

15. (a) Write in detail about the quantitative factors in strategic evaluation.

Or

(b) Retrenchment strategy – Comment.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain any one model of strategic management.

Or

(b) Explain the social aspects of strategic management in Health care industry.

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17. (a) Write short note on:

    (i) BCG matrix

    (ii) Stop light model.

    Or

    (b) When and how would you apply growth strategy?

18. (a) Explain strategic leadership.

    Or

    (b) As a manager how would you implement the strategies in health care industry?

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