C–0489	Sub. Code
	92111

M.B.A. DEGREE EXAMINATION, APRIL 2019

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. Write short note on Management functions.

2. Comment on Business Ethics.

3. Define Authority.

4. Define Power.

5. Differentiate between Leader and Manager.

6. Define Leadership.

7. Write briefly on creativity and innovation.

8. Define Personality.

9. How do you relieve stress?

10. Define Bench Marking.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the steps in planning.

Or

(b) Comment on the Emerging trends in Corporate Structure.

12. (a) Motivation is the core of Management. How does Management Motivate the staff in Health Care Industry.

Or

(b) Define Perception and explain the process of perception.

13. (a) What are the essentials of effective control systems? Which is most important your views.

Or

(b) Change is absolutely necessary; all reasons to change is bad. Do you agree – Give reasons.

14. (a) Discuss the nature of classical conditioning and operant conditioning.

Or

(b) Explain the various types of communication.

15. (a) Leader are not born but made – Comment.

Or

(b) Discuss the Importance of Group Dynamics.

2 **C–0489**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain what do you understand by the concept of Social Responsibility of Business – Discuss.

Or

(b) Elaborate on Systems Approach to Management.

17. (a) Define Decision Making and explain the Decision Making Techniques.

Or

(b) Explain the 'Barriers' in communication.

18. (a) How does Personality relates to OB? Explain various personality theories.

Or

(b) Management by Diversity – Comment.

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C–0489

C–0490	Sub. Code
	92112

M.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Health Service Management

BASICS OF ACCOUNTING

(2016 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What you mean by Financial Accounting?

2. What is Ledger?

3. What you mean by Net profit?

4. What is called Balance Sheet?

5. What is Ratio analysis?

6. What you mean by Cost accounting?

7. What is meant by Inflation?

8. What you mean by Variable costs?

9. What you mean by Human Resource Accounting?

10. What you mean by cost centre?

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

Answer **all** questions.

11. (a) What are the significance of financial accounting?

Or

(b) What are the elements of costs?

12. (a) What are the characteristics of marginal costing?

Or

(b) What are the facts concerning of marginal costing?

13. (a) Journalise the following transactions :

(i) Raj started the business with a capital of Rs.1,00,000

(ii) He purchased furniture for Rs.10,000

(iii) He bought goods from Vinod for Rs.15,000

(iv) He has sold goods to Suresh for Rs.10,000

(v) He paid rent Rs.1,200

(vi) Interest received Rs.3,000.

Or

(b) Prepare a Trial balance :

	Rs.
Capital	2,00,000
Drawings	50,000
Furniture	40,000
Debtors	25,000
Creditors	20,000
Bills Receivable	48,000
Opening stock	28,000

2   **C–0490**

	Rs.
Sales	3,00,000
Purchase	1,70,000
Rent	28,000
Debentures	47,000
Bank loan	20,000

14. (a) Prepare a marginal costing statement.

Sales   Rs.1,50,000

Variable cost   Rs.75,000

Fixed cost 60% on variable cost.

Or

(b) Calculate P.V. Ratio. B.E.P. and Margin of safety.

Sales Rs.50,000

Variable cost 20% on sales

Fixed cost Rs.5,000.

15. (a) What are the objectives of cost accounting?

Or

(b) What are the differences between standard costing and marginal costing?

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the accounting concepts?

Or

(b) What are the accounting conventions?

C–0490

17. (a) What are the differences between funds flow statement and cash flow statement?

Or

(b) What are the differences between financial accounting and management accounting?

18. (a) Calculate material variances and labour variances from the following Informations :

Standard direct cost per unit :

Material cost 5 kg   Rs.50

Labour cost 20 hour   Rs.10

                60

For production of 500 units, material consumption amounted to Rs.25,650 against 2.7 M.T. wage payment was Rs.6,050 for 11000 hours including 20 hours idle time due to machine breakdown.

Or

(b) G limited produces a product which has a monthly demand of 4000 units. The product requires a component X which is purchased at Rs.20. For every finished product, one unit of component is required. The ordering cost is Rs.120 per order and the holding cost is 10% p.a.

Calculate :

(i) EOQ

(ii) If the minimum lot size to be supplied is 4000 units what extra cost the company has to incur?

(iii) What is the minimum carrying cost the company has to incur?

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         C–0490

C–0491	Sub. Code
	92113

M.B.A. DEGREE EXAMINATION, APRIL 2019

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 perfect competition.

2.   Define health care.

3.   What is concept of elasticity?

4.   What are the advantages of monopoly?

5.   What is the nature of health economics?

6.   What do you understand by health policy?

7.   Define cost benefit analysis.

8.   Purpose of National health policy.

9.   What is spillover effect?

10. Define Ergonomics.

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

Answer **all** questions.

11. (a) Explain the concepts of demand.

Or

(b) What are the determinants of health?

12. (a) What is the scope and relevance of health economics towards health care?

Or

(b) Evaluate National health policies.

13. (a) Discuss the indigenous systems of health care.

Or

(b) Explain National rural health mission.

14. (a) Explain National urban health mission.

Or

(b) What are steps and technique in forecasting demand?

15. (a) Trends in private and public expenditure on health – Discuss.

Or

(b) Explain with diagram where elasticity of demand is uniform throughout a demand curve.

2   **C–0491**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the basic concepts of health economics, what is its scope and relevance to health care?

    Or

    (b) Explain the features of monopoly and monopolistic competition in Indian health care.

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

    Or

    (b) Describe the need and importance of health planning in India.

18. (a) Discuss International health scenario.

    Or

    (b) What are the National health care programs?

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C–0491

C–0492	Sub. Code
	92114

M.B.A DEGREE EXAMINATION, APRIL 2019

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. What is human Resources Audit?

2. State the objectives of HRM.

3. Which types of tests are most useful in employee selection?

4. What are the objectives of training?

5. What is recruitment process?

6. What are the objectives and benefits of human Resources Planning?

7. What is career planning and career stages?

8. What are the concept of Discipline?

9. What do you mean by Grievance?

10. What are the functions of safety Training?

WS7

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) Discuss the different types of HR policies.

Or

(b) Discuss the various strategies for a successful career.

12. (a) Distinguish performance appraisal from potential appraisal.

Or

(b) How is the human resources requirement forecast in organizations? Trace the process.

13. (a) Write a detailed note on the modern practices in recruitment.

Or

(b) Bring out the Evolution of HRM in India.

14. (a) Explain the selection procedure with suitable examples.

Or

(b) What are the elements of an effective grievance redressal system? Why is necessary?

15. (a) What could be the basis to identify the criteria for promotion? Also outline their merits and demerits.

Or

(b) What causes Transfer? List the salient features of a good Transfer policy.

2 **C–0492**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How will you evaluate the effectiveness of an self development programme? If it is not effective. What steps will you take to make it effective?

Or

(b) Can the expectancy model be applied to your motivation as a student? Discuss.

17. (a) What steps in your view would enable a company to retain its experienced employees when volatile compensation packages are available in the job market? Explain.

Or

(b) "Human Resource management involves all Management decisions and practices that directly affect or influence the people who work for the organisation" – Discuss.

18. (a) Explain the methods of collecting data for job analysis.

Or

(b) Discuss the need for human resource planning at Global National Industry and company levels.

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C–0492

C–0493	Sub. Code 92115

M.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Health Service Management

HEALTH MANAGEMENT INFORMATION SYSTEM

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define MIS.

2.   What are indicators?

3.   What is e-business?

4.   What is cloud computing?

5.   What is the difference between data and information?

6.   What do you mean by intranet?

7.   What is decision support system?

8.   Distinguish between e-business with e-commerce.

9.   Distinguish between data base and data warehouse.

10.   Define SPSS.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain information system and its applications in hospital setting.

Or

(b) Explain database management system.

12. (a) Explain the application of MIS in hospital records.

Or

(b) What are the hidden costs and benefits of implementing an ERP system.

13. (a) Explain various techniques of data mining.

Or

(b) How is SPSS used in MIS?

14. (a) What are the ethical issues in information management?

Or

(b) Explain interface and reporting.

15. (a) Write short notes on :

(i) ERP

(ii) Knowledge management system.

Or

(b) What are the advantages of SPSS with excel?

C–0493

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various areas of application of MIS is an hospital.

Or

(b) What are the various resources utilised in hospital services and their effectiveness?

17. (a) Describe the different information analysis tools available for decision support system.

Or

(b) Explain the e-governance measures undertaken in a hospital.

18. (a) Explain the role of information management in ERP.

Or

(b) As an hospital administrator of a 200 bed hospital, what are the various steps you will undertake to develop a MIS system.

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C–0493

C–0494	Sub. Code 92116

M.B.A. DEGREE EXAMINATION, APRIL 2019

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 risks?

2. What is meant by Finance?

3. What do you mean by Profitability Index?

4. What do you mean by NPV?

5. What do you mean by Financial leverage?

6. What is meant by Gross Working Capital?

7. What do you mean by Accounts Receivable Management?

8. What is meant by Trade Credit?

9. What is called hire purchase?

10. What do you mean by Private Policy?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the scope of financial management?

Or

(b) What are the techniques of Time Value of money?

12. (a) What are types of ratios?

Or

(b) What are the importance of ratios?

13. (a) What are the nature of capital Budgeting?

Or

(b) What are the various types of specific costs?

14. (a) What are the nature of Working Capital?

Or

(b) What are the need for Working Capital?

15. (a) What are the objectives of cash management?

Or

(b) What are the objectives of inventory management?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What is CAPM? What are the merits and demerits of CAPM?

Or

(b) Examine critically the different approaches to the calculation of cost of equity capital?

2 **C–0494**

17. (a) What are the techniques/processes of cash management?

Or

(b) What are the Techniques of inventory management?

18. (a) What are the functions of new issue capital market?

Or

(b) What do you mean by debentures? What are the attributes of Debentures?

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3   **C–0494**

C–0495	Sub. Code 92121

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Health Service Management

RESEARCH METHODOLOGY AND STATISTICS

(2016 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is business research?

2. What is measurement?

3. Differentiate between survey and observation.

4. What are the limitations of primary data collection?

5. What is experimental design?

6. What is alternative hypothesis?

7. What do you mean by analysis of data?

8. Explain interpretation of data.

9. Define correlation.

10. What is standard deviation?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) How will you select a research topic? Explain in detail.

Or

(b) Distinguish between Exploratory and Descriptive research.

12. (a) Briefly discuss about the determinants in choosing optimal sample size.

Or

(b) State the methods of collecting primary data.

13. (a) What is research hypothesis and state its characteristics.

Or

(b) Explain the criteria of a good research design.

14. (a) Differentiate qualitative and quantitative data analysis.

Or

(b) Calculate Standard Deviation from the following data:

Size of item	3.5	4.5	5.5	6.5	7.5	8.5	9.5
Frequency	3	7	22	60	85	32	8

2

C–0495

15. (a) In a competition the remarks of three judges are as follows. Decide which pair has nearest approach (Use Rank Correlation).

Judge A	1	5	4	8	9	6	10	7	3	2
Judge B	4	8	7	6	5	9	10	3	2	1
Judge C	6	7	8	1	5	10	9	2	3	4

Or

(b) Explain criteria for good research report. Justify the criteria.

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

Answer **all** questions.

16. (a) Explain the rationale behind selecting various types of research approaches in Business Management.

Or

(b) What is a questionnaire? What precautions are to be taken while designing a questionnaire?

17. (a) Give your understanding of a good research design. Is single research design suitable for all studies? If not, Why?

Or

(b) From the following table compute the Quartile Deviation as well as coefficient of skewness:

Height	4-8	8-12	12-16	16-20	20-24
Frequency	6	10	18	30	15
Height	24-28	28-32	32-36	36-40	
Frequency	12	10	6	2	

3   **C–0495**

18. (a) Compute Two Regression Lines.

| X | 78 | 77 | 85 | 88 | 87 | 82 | 81 | 77 | 76 | 83 | 97 | 93 |
| Y | 84 | 82 | 82 | 85 | 89 | 90 | 88 | 92 | 83 | 89 | 98 | 99 |

Or

(b) Explain the significance of a Research Report and narrate the various steps involved in writing such report.

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4

C–0495

C–0496	Sub. Code 92122

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Health Service Management

MATERIALS MANAGEMENT

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. State any three objectives of Materials Management.

2. What do you mean by Materials Cycle?

3. What is quality?

4. What are the responsibilities of the purchasing department in follow-up?

5. What are the objectives of store keeping?

6. Write a note on preservation of stores.

7. What are decisions rules?

8. What are the four classifications of inventories?

9. What are the three rules of packaging in a distribution system?

10. What is utilization?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the primary and second objectives of materials management.

Or

(b) Why is a materials manager called 'External Production Manager' of a firm?

12. (a) Explain the impact of purchasing on the profits of a company.

Or

(b) What is the concept of best buy?

13. (a) What are the functions of equipment audit?

Or

(b) What are the FIVE R's of purchasing?

14. (a) What are the factors affecting the layout of stores? Explain.

Or

(b) Who is storekeeper? What duties and responsibilities are attached to his job?

15. (a) Classify the inventory models into various categories.

Or

(b) Explain the cost associated with inventory.

2 **C–0496**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the inputs to a manufacturing planning and control system.

Or

(b) What is the objective of marketing? What three ways will help it achieve this objective?

17. (a) Discuss various principles of purchasing.

Or

(b) If you are appointed as purchase manager in a medium size industrial firm, how will you proceed to design purchase department? Discuss.

18. (a) Discuss the advantages of good store keeping.

Or

(b) Describe store system.

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C–0496

C–0497	Sub. Code
	92123

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Health Service Management

MARKETING MANAGEMENT AND HEALTH CARE SERVICE MARKETING

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define service marketing.

2. Define service encounter.

3. Mention the 7P's of service marketing.

4. Define skimming price.

5. Define sales promotion.

6. Define segmentation.

7. Write short note on distribution.

8. Define market research.

9. Short note on online business.

10. Define customer satisfaction.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the concepts of marketing.

Or

(b) Explain strategic marketing planning.

12. (a) Explain GAPs model.

Or

(b) Explain in detail the service marketing mix.

13. (a) Elaborate on product life cycle in service industry.

Or

(b) As a marketing manager how will you develop a new product?

14. (a) Explain briefly the advertising media for promoting services.

Or

(b) What is the importance of market research in service industry?

15. (a) Explain differential pricing.

Or

(b) What are the guidelines for effective sales presentation?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the core concepts of marketing.

Or

(b) List out the factors which influences consumer behaviour.

2 **C–0497**

17. (a) Explain why market segmentation in important in the performance of a service product.

Or

(b) As a marketing manager prepare a plan to launch a new product.

18. (a) A wider and ever increasing range of sales promotion tools is employed by service organisation. Discuss.

Or

(b) Elaborate on a recent advertisement which has a created a big impact in the customer mind.

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C–0497

C–0498	Sub. Code 92124

M.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Health Service Management

OPERATIONAL MANAGEMENT — I

(2016 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Which department is called the mirror of institutions?

2. Write short notes on support services with one example.

3. Write three welfare measures taken by the HR department for Hospital Employees?

4. Write three infection control practices taken by the HR department to prevent hospital acquired infection.

5. Write three major functions of front office.

6. How to satisfy a unhappy customer?

7. Write two NABH standards related to guest relations?

8. Write three functions of physiotherapy department.

9. Write an family councelling.

10. What is TPA?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Highlight the importance of infection control measures to be followed in maintaining the sterility of operations theater by the housekeeping department?

Or

(b) Explain the functions of cardiology and nephrology department in a hospital setup.

12. (a) Describe the responsibilities of MRO.

Or

(b) Describe the responsibilities of ward secretary.

13. (a) Write a short notes on Inpatient billing.

Or

(b) Write on recruitment process.

14. (a) What are the selection criteria used for selecting hospital employee?

Or

(b) What are the precautionary measures to be taken during setting up of front office?

15. (a) Explain the hospital lights and responsibilities of a patient.

Or

(b) Explain need for family councelling.

2 **C–0498**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the unique functions of personal department?

Or

(b) Describe the waste management procedures.

17. (a) Explain the process of communication from OPD to IPD. (Out Patient to Impatient Department)

Or

(b) Write short notes on medical negligence. Explain the various forms of negligence.

18. (a) Write short notes on :

(i) Pest control

(ii) Infections control.

Or

(b) Write a plan of setting of laundry for 250 bedded hospital.

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3 **C–0498**

C–0499	Sub. Code
	92125

M.B.A. DEGREE EXAMINATION, APRIL 2019

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. Non communicable diseases.

2. Components of blood.

3. Symptoms of Tuberculosis.

4. Sterilization.

5. Natural Disaster.

6. AYUSH.

7. Infectious disease.

8. Define Biomedical waste.

9. Define Disinfection.

10. Define Immunization.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about pituitary gland.

Or

(b) Draw a diagram of female reproductive system and label the parts.

12. (a) Short notes on Allopathy and Siddha.

Or

(b) Explain First aid.

13. (a) Hospital infection control.

Or

(b) Concept of well being.

14. (a) Briefly explain about Fire safety equipments.

Or

(b) Short notes on types of muscles.

15. (a) List out some common diseases.

Or

(b) Explain about Trauma Care.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe Determinants of health.

Or

(b) Explain about Immunization programme.

2 **C–0499**

17. (a) Describe Respiratory system.

Or

(b) Explain about communicable diseases with examples.

18. (a) Explain about blood groupings.

Or

(b) Describe various methods of sterilization.

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C–0499

C–0500

Sub. Code
92126

M.B.A. DEGREE EXAMINATION, APRIL 2019

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. Define Six Sigma.

2. Define medical audit.

3. What is retrospective review?

4. Define service quality.

5. What is SQC?

6. Define work study.

7. Purpose of internal audit.

8. Define prodnetivity.

9. Define benchmarking.

10. Define quality circle.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write short notes on calculating standard time.

Or

(b) Briefly explain synergy in the team work.

12. (a) Comment on quality for profit.

Or

(b) Describe salient features of QAC.

13. (a) Explain approaches and steps in Six Sigma.

Or

(b) Shortly describe total productive maintenance.

14. (a) Write short notes on strategic quality planning.

Or

(b) Narrate the advantages of quality standards.

15. (a) Explain the steps to overcome resistance to change.

Or

(b) Short notes on performance measurement.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe professional review and concurrent review.

Or

(b) Describe the mechanics of the review.

2 **C–0500**

17. (a) Describe ISO 9000 systems.

Or

(b) List out the NABH standards.

18. (a) Describe the principles of motion economy.

Or

(b) Describe the various components of cost of quality.

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C–0500

C–0501	Sub. Code
	92131

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Health Service Management

OPERATIONS RESEARCH

(2016 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. State the principles of Operations Research.

2. Write the LPP model and describe all the variables.

3. State any four marketing application of OR.

4. How to solve a maximisation transportation problem?

5. State the significance of assignment problem in manufacturing.

6. State the queuing system.

7. State application of decision model in business.

8. State your understanding about simulation.

9. Differentiate PERT and CPM.

10. Expand $(M/M/1):(\infty/FIFO)$.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   A factory engaged in manufacturing of pistons, rings and valves for which the profit per unit are Rs.10, Rs.6 and Rs.4 respectively. It takes one hour of preparing work ten hours of machinery and two of packing and allied formalities for piston. Corresponding time requirements for rings and valves are 1, 4 and 2 and 1, 5 and 6 hours respectively. The total no. of hours available for preparatory work, machining and packing and allied formalities are 100, 600 and 300 respectively. Determine the most profitable mix. Assuming that what all produced can be sold. Formulate this an LPP model.

Or

(b)   Solve the following LPP graphically

Maximize $Z = 2x_1 + 3x_2$

Subject to $x_1 + x_2 \leq 30$

$x_2 \geq 3$

$x_1 \leq 20$

$x_2 \leq 12$

$x_1, x_2 \geq 0.$

12. (a)   Find the solution for the transportation problem by VAM method

				Supply
20	25	28	31	200
32	28	32	41	180
18	35	24	32	110
Demand 150	40	180	170	

Or

2   **C–0501**

(b) Solve the following assignment model

Warehouse

		A	B	C	D	E
	1	30	27	31	39	28
	2	18	28	37	33	17
Jobs	3	29	41	27	18	30
	4	43	40	20	27	36
	5	31	62	12	19	39

13. (a) State the procedure for Modified distribution method to test optimality in Transportation problem.

Or

(b) In a shop customer arrive at a rate of Poisson distribution with a mean arrival rate of 5 per hour and the service time is exponentially distributed with a average time of 10 minutes. Find the following :

(i) average no. of customer wait for service

(ii) the percentage for time an arrival can walk to get service without waiting

(iii) the expected time of customer has to wait in the system.

14. (a) Write the dual of the following problem :

Maximize $Z = 4x_1 + 5x_2 - 3x_3$

Subject to
$$x_1 - x_2 \leq 10$$
$$2x_2 - 4x_3 \geq 1$$
$$x_1 + 3x_2 + x_3 \leq 40$$
$$x_1, x_2, x_3 \geq 0.$$

Or

(b) State the procedure for project crashing.

3 C–0501

15. (a) A vendor purchases paper at a rate of Rs.1.2/paper and sell the paper at a sale of Rs.1.8/paper any paper which is unsold at the end of the day can be take back at the salvage value Re.0.5/paper. The vendor estimated the following probabilities

No. of copies sold :	15	16	17	18	19	20
Probability :	0.04	0.19	0.33	0.26	0.11	0.07

How many copies should be ordered so that the expected profits is maximum?

Or

(b) Explain decision making order risk situation with expected opportunity loss and also EVPI.

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

Answer **all** questions.

16. (a) Solve the following LPP using Big 'M' method

Minimize $Z = x_1 + x_2$

Subject to $2x_1 + x_2 \geq 4$

$\qquad x_1 + 7x_2 \geq 7$

$\qquad x_1, x_2 \geq 0.$

Or

(b) Solve the following LPP by simplex method

Maximize $Z = 3x_1 + 2x_2 + 5x_3$

Subject to $x_1 + 3x_2 + x_3 \leq 430$

$\qquad 3x_1 + 2x_3 \leq 460$

$\qquad x_1 + 4x_3 \leq 420$

$\qquad x_1, x_2, x_3 \geq 0.$

C–0501

17. (a) Solve the following travelling sales man problem to minimise the cost

To city

		A	B	C	D	E
	A	∞	3	6	2	3
From	B	3	∞	5	2	3
City	C	6	5	∞	6	4
	D	2	2	6	∞	6
	E	3	3	4	6	∞

Or

(b) Solve the following transportation problem to get optimal solution

	D_1	D_2	D_3	D_4	Supply
S_1	5	2	4	3	22
S_2	4	8	1	6	12
S_3	4	6	7	5	8
Demand	7	12	17	9	

18. (a) Consider the following details of the project

Task	Precedence	Likely	Optimistic	Pessimistic
A	–	8	4	10
B	–	2	2	2
C	A,B	2	1	3
D	A	6	4	12
E	C,D	4	3	5
F	E	3	3	3
G	E	4	3	5
H	C,D	6	4	9
I	F,G	8	6	16
J	I,H	1	1	1

5

C–0501

(i) Construct Network and find critical path

(ii) What is the probability that the project completion time does not exceed 36 weeks?

Or

(b) A company trading motor spares wishes to determine the level of stock it should carry. The replenishment of stocks takes 3 days for a spare the following Information is obtained :

Demand unit per day	1	2	3	4	5
Probability	0.1	0.2	0.3	0.3	0.1

The company incurs an ordering cost of Rs.20 per order. The company also incurs a carrying cost of Rs.2.5 / unit / day. The company wishes to compare two option :

(i) order 12 units when the inventory and order outstanding is less than 12

(ii) order 10 units when the inventory and order outstanding is less than 10 units

Initially the company has stock of 17 units. Use the random No. 08, 91, 25, 18, 40, 27, 85, 75, 32, 52.

Find the best option.

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6 **C–0501**

C–0502

M.B.A. DEGREE EXAMINATION, APRIL 2019

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 about Adlerian therapy.

3.   Define communication.

4.   Difference between hearing and listening.

5.   Write about counsellor-counselle relationship.

6.   Brief on the ego states.

7.   What is stress?

8.   Define conflict.

9.   Brief on ethics in counselling.

10.   Write about counselling setting.

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

Answer **all** questions.

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

Or

(b) Detail on history taking.

12. (a) Elaborate on listening and responding.

Or

(b) Write an interviewing -its characteristics and techniques.

13. (a) Detail on profile of a counsellor.

Or

(b) Write about the counselling techniques used to counsel a drug addict.

14. (a) Explain group therapy.

Or

(b) Elaborate on counselling the suicidal.

15. (a) Write about transactional analysis.

Or

(b) Brief on how to develop case histories.

C–0502

Part C (3 × 10 = 30)

Answer **all** questions.

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

Or

(b) Write in detail about importance of marital counselling and the techniques used.

17. (a) Define conflict and the strategies used in resolving a conflict.

Or

(b) Elaborate on ethics in counselling and the need for ethical standards.

18. (a) Define stress, its stages, types of stress and ways to manage it as a counsellor.

Or

(b) Elaborate on the process involved in counselling the terminally ill.

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3 **C–0502**

C–0503	Sub. Code
	92133

M.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Health Services Management

LAW RELATING TO HOSPITAL MANAGEMENT

(2016 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What is the Objective of industrial dispute Act?

2. What is closure of an Undertaking?

3. To what category of employees Industrial Dispute Act does not apply?

4. What is law?

5. Define Ethics.

6. Can a physician be held responsible for his deficiency in service? If so under what laws he can be held responsible?

7. What is Contributory Negligence?

8. What are the objectives of Transplantation of Human Organs Act 1994?

9. Why Pharmacy Act was enacted?

10. What is Dying Declaration?

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the Rights and Duties of Employer and Employee under Industrial Dispute Act.

Or

(b) To what category of employees Industrial Dispute Act applies and to what category of employees Industrial Dispute Act does not apply?

12. (a) Write short notes on Tobacco Control Act.

Or

(b) Write Short notes on Dangerous Drugs Act.

13. (a) Who are authorized to register the Birth and Death under the Birth and Death Registration Act?

Or

(b) When and why was Consumer Protection Act enacted?

14. (a) What is Artificial Reproductive Technique? What are the legal problems that the patient and the hospital encounter while using them?

Or

(b) Explain the Main Objectives and Salient Features of Medical Termination Act 1971.

15. (a) Define Tort and Negligence.

Or

(b) What are the different types of insurance available in India? Discuss in detail about Health Insurance.

2 **C–0503**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write in detail about the objectives and salient provisions of Bonus Act.

Or

(b) Write in detail about the objectives and salient provisions of Provident Fund Act?

17. (a) Under which Act does a Physician or a Medical Practitioner and Nurse, Midwives gets themselves registered and what are the advantages of such Registration?

Or

(b) Explain when and by whom Dying Declaration is recorded. What are the procedures to be adopted by the authority while recording Dying Declaration? What is the role of a Doctor at the time of recording Dying Declaration?

18. (a) Discuss the List of Professional Misconducts of the Physician as listed by the Indian Medical Council.

Or

(b) Write Short Notes on (i) Layoff (ii) Layout (iii) Retrenchment and (iv) Strike.

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3 **C–0503**

C–0504	Sub. Code
	92134

M.B.A. DEGREE EXAMINATION, APRIL 2019

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. What are the reports and documents to be maintained by the ward nurse?

2. Define E.T.O.

3. Write a short note on intra mail.

4. Write about RDA (Recommended Dietary Allowance)

5. Define break even point.

6. Define FIFO.

7. Uses of data base management.

8. Write three garden rules of material management.

9. Write two objectives of dietary department.

10. Write four common mistakes in setting IT department.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Relate the principles of management to nursing administration.

    Or

    (b) Describe the methods of storing medical equipments.

12. (a) Discuss the part played by OT in displaying the quality of the hospital.

    Or

    (b) Duties of nursing superintendent.

13. (a) Describe the models of networking.

    Or

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

14. (a) Prepare a flow chart far F and B department.

    Or

    (b) Prepare a flow chart for setting operation theatre.

15. (a) Write short notes on personal hygiene factors for food handlers.

    Or

    (b) Write an setting up of blood bank lay out.

2   **C–0504**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Brief about the evaluation of nursing can in hospitals.

Or

(b) What are the points to be looked into before selecting an NIS system for an hospital?

17. (a) Main objectives of CSSD department.

Or

(b) Prepare a checklist for implementing effective material management programmes.

18. (a) Write short note on facilities and space requirements write sitting up operation theatre.

Or

(b) Mention few food and beverage department table manners.

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3 $\boxed{\textbf{C–0504}}$

C–0505	Sub. Code
	92135

M.B.A. DEGREE EXAMINATION, APRIL 2019

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. Write any two basic principles of Hospital Design.

2. What is SWOT Analysis?

3. What are the three stages of the Marketing strategy plan for a Hospital project.

4. What is demand and supply analysis in Market Survey.

5. Write any two statutory approvals required to establish a Hospital.

6. Mention few diagnostic disciplines of a Hospital facility.

7. Mention any two recommendations suitable for designing interiors for a Hospital.

8. Mention any two Medical equipment that would require AERB approval to establish.

9. Mention any two input to civil Engineering related to Hospital planning.

10. What is MIS Review?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain how Hospitals can be classified based on Location, ownership and level of Services.

Or

(b) Write a note on Modern trends in Indian Healthcare Industry.

12. (a) Write a brief note on Risk Analysis in Market Survey.

Or

(b) Explain the data collection process in Market Survey.

13. (a) Explain critical needs of Efficient Architecture for Hospital Buildings.

Or

(b) Write brief note on Diagnostic Disciplines.

14. (a) Write a note on flow of personnel and material in a Hospital building.

Or

(b) Explain briefly the steps involved in manpower planning for a Hospital project.

2 **C–0505**

15. (a) Write brief note on income and expenditure planning for a Hospital project.

Or

(b) Write brief note on challenges ahead in the development of healthcare industry.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on scope for corporate hospitals in Indian Health care Industry.

Or

(b) Explain Market Survey Analysis in detail.

17. (a) Write an essay on need for scientific planning and designing of a Hospital.

Or

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

18. (a) Explain in detail the regulatory norms and statutory approvals applicable to Hospitals.

Or

(b) Write an essay on need for specialized and trained personnel to plan and operate Hospitals.

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3 **C–0505**

C–0506	Sub. Code
	92136

M.B.A. DEGREE EXAMINATION, APRIL 2019

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 strategy.

2. Define mission.

3. Define macro environment.

4. Mention any two strategies for a clinic.

5. Mention any two social responsibilities in health management.

6. Write short note on SWOT.

7. What do you understand by the term Emotional Intelligence?

8. Mention any four quantitative factors in strategic evaluation.

9. Write any four factors influencing strategic choice.

10. Comment on Resource Allocation.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the characteristics and pitfalls in strategic management.

Or

(b) Explain the attributes of objective setting.

12. (a) Explain Internal analysis.

Or

(b) Is strategic management used in government hospitals? Your views.

13. (a) Comment on Hofer's analysis.

Or

(b) How would you implement stop-light model in your business?

14. (a) Explain Porter's five forces model.

Or

(b) Explain BCG matrix.

15. (a) Comment on strategic implementation.

Or

(b) Why and when retrenchment strategy should be enforced?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Strategic management process. Elaborate.

Or

(b) Explain the elements of strategic management.

2 C–0506

17. (a) What is the purpose of portfolio strategy in managing a multi-business corporation?

Or

(b) Explain Value chain analysis.

18. (a) Explain the qualitative and quantitative factors in strategic evaluation.

Or

(b) Explain the ten commandments of strategic leadership.

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3 **C–0506**