

C-1202

Sub. Code

92111

**M.B.A.(HSM) DEGREE EXAMINATION,
NOVEMBER 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. What is profession? How management will be considered as profession?
2. Define Organizational Development.
3. Define strategy
4. What is organizational culture?
5. Who is a Leader?
6. Define personality
7. Define MBO
8. What is Values?
9. What is group process?
10. Define Bench marking

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

11. (a) Can MBO be used as a performance appraisal system for managerial efficiency? Explain

Or

- (b) What are the internal factors for employees diversity? How will you manage diversity of employees of a company?

12. (a) Explain the role of hygiene factors theory in motivating the employees in health care industry.

Or

- (b) Describe the factors which induce the stress of a person in an organization.

13. (a) You're a HR Manager of a multi-speciality hospital how will you overcome the communication barrier?

Or

- (b) What are the essential characteristic of an Entrepreneur? And explain

14. (a) Explain scope, limitations and characteristics of a sound planning

Or

- (b) Write short notes on :
- (i) Policies
 - (ii) Strategies

15. (a) Explain Management of Diversity and its impact

Or

- (b) What are the different types of values?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) As a manager of a hospital what are the different CSR activities you will take care?

Or

- (b) Define Management and explain different levels of Management.

17. (a) Correlate Authority and Responsibilities.

Or

- (b) Give a right justification on “Management is an Art or Science”.

18. (a) What are the managerial skills required for a manager in an Hospital?

Or

- (b) What type of Motivations are expected by the employee's in the modern trends explain.

C-1203

Sub. Code

92112

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

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. What are the golden rules of accounting?
2. What is the difference between cash discount and trade discount?
3. What is trial balance?
4. What is cash book?
5. Define cost centre.
6. What is break even point?
7. What do you mean by overheads?
8. What is inflation accounting?
9. What is error of omission?
10. What do you mean by drawings?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Give Journal entries for the following :
- (i) Goods worth Rs. 500 given as charity
 - (ii) Received Rs. 975 from Mr. Harikrishnan in full settlement of his account of Rs. 1,000
 - (iii) Received first and final dividend of 60 paise in the rupee from the official liquidates who owned Rs. 1,000.

Or

- (b) Distinguish between journal and ledger.
12. (a) The following is the trial balance given by Mr. Shah. He is not an expert in accounting. You are advised to correct it and prepare a corrected trial balance :

S.No.	Name of Accounts	L.F.	Debit balance Rs.	Credit balance Rs.
1.	Capital		–	15,560
2.	Sales		–	27,560
3.	Sales returns		–	980
4.	Drawings		5,460	
5.	Sundry debtors		–	5,300
6.	Freehold premises		7,410	
7.	Purchases		12,680	
8.	Returns outwards		2,640	

S.No.	Name of Accounts	L.F.	Debit balance Rs.	Credit balance Rs.
9.	Loan from Sharma			2,500
10.	Sundry creditors		5,280	
11.	Admn – expenses		7,840	
12.	Cash in hand		1,600	
13.	Bills payable		1,000	
14.	Wages		5,980	
15.	Opening stock			2,640
16.	Factory expenses		4,650	
			<u>54,540</u>	<u>54,540</u>

Or

(b) Explain the advantages of ratio analysis.

13. (a) The company has a capital of Rs. 5,00,000. Its turnover is three times the capital and the margin on sales is 5%. What is the return on investment?

Or

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

14. (a) From the following particulars, calculate cash from operations.

Particulars	December 31	
	2015	2016
	Rs.	Rs.
Debtors	50,000	47,000
Bills receivable	10,000	12,500
Creditors	20,000	25,000

Particulars	December 31	
	2015 Rs.	2016 Rs.
Bills payable	8,000	6,000
Outstanding expenses	1,000	1,200
Prepaid expenses	800	700
Accrued income	600	750
Income received in advance	300	250
Profit made during the year		1,30,000

Or

- (b) Explain proforma/specimen of cost sheet.
15. (a) Explain application of accounting for human resources and materials.

Or

- (b) Explain break even analysis.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain various accounting concepts and conventions.

Or

- (b) Distinguish between funds flow statement and cash flow statement.

17. (a) From the following balances as at 31st December 2016, of a trader, prepare trading and profits and loss account for the year and Balance Sheet as on that date :

Account	Amount Rs.	Account	Amount Rs.
Land	1,00,000	Sales	3,00,000
Building	2,00,000	Purchases	1,75,000
Sales returns	10,000	Stock (1-1-2016)	25,000
Purchase returns	5,000	Debtors	50,000
Bank overdraft	15,000	Cash in hand	5,000
Creditors	20,000	Salaries	10,000
Wages	12,000	Goodwill	15,000
General expenses	5,000	Selling expenses	12,000
Bad debts	1,000	Insurance	1,000
Capital	2,81,000		

Adjustments :

- (i) Closing stock is Rs. 30,000
- (ii) Provide for depreciation @ 10% on buildings
- (iii) Write off further bad debts – Rs. 1,000
- (iv) Salaries yet to be paid – Rs. 30,000.

Or

- (b) Explain briefly the various methods of costing.

18. (a) (i) Calculate break even point from the following :
 Sales 1000 units at Rs. 10 each – Rs. 10,000
 Variable cost – Rs. 6 per unit
 Fixed cost – Rs. 8,000
- (ii) If the selling price is reduced to Rs. 9, what is the new break even point?

Or

(b) Calculate :

(i) Material usage variance

(ii) Material price variance

(iii) Material cost variance from the following data

	Standard	Actual
Quantity	400 KG	460 KG
Price	Rs. 2 per KG	Rs. 1.5 per KG
Value	Rs. 800	Rs. 690

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92113

M.B.A. DEGREE EXAMINATION, NOVEMBER 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** the questions.

1. Define health for all policy.
2. Determinants of health.
3. Define Health Economics.
4. What does elasticity of demand refer to?
5. Define production.
6. Define monopoly marketing.
7. What is market equilibrium?
8. Perfect competition.
9. Define Fixed and variable cost.
10. Define Rural Health Mission.

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

11. (a) Role of Government in health care of India.
Or
(b) List out the Health systems in India.
12. (a) Write short notes on cost-benefit analysis.
Or
(b) Basic concepts of health economics.
13. (a) Define fixed cost & variable cost with examples.
Or
(b) Describe cost-benefit analysis.
14. (a) Short notes on Individual and Market demand.
Or
(b) Indigenous system of health care.
15. (a) Consumer behavior in health care.
Or
(b) Private finance of Clinical Services.

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

16. (a) Describe available resources and technology for the health care in India.
Or
(b) Discuss National Urban health mission.

17. (a) Various methods in Evaluation of Health systems.

Or

(b) Explain the advantages and disadvantages of privatization of health care in India.

18. (a) Explain any two cost minimization technique which will be useful for the hospitals.

Or

(b) Describe the domestic and international market in health care.

C-1205

Sub. Code

92114

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 do you mean by work ethics?
2. Write some scope of Human Resource Management.
3. What are the types of counselling?
4. Define Human Resource Audit.
5. Write down the implications of future demand.
6. List out the steps involved in selection process.
7. Write short notes on career education.
8. Define "Morale".
9. What are different types of wages?
10. Write short notes on safety training.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of HRM in Organizational Development.

Or

- (b) Discuss the development of HRM in India.

12. (a) Explain briefly on personnel policies.

Or

- (b) Illustrate Human Resource Information System.

13. (a) Describe how human resource inventory are made? Discuss how does it help an organization in meeting the HR requirements?

Or

- (b) Critically examine the factors influencing man power.

14. (a) Compare and contrast the different performance appraisal methods used in India.

Or

- (b) Explain the factors affecting morale.

15. (a) Explain the statutory and non-statutory welfare measures.

Or

- (b) Explain various machinery for the settlement of conflict.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the system approach in HRM.

Or

- (b) Define Recruitment. Discuss various sources of recruitment.

17. (a) “Recruiting and retaining talent is a big challenge ahead of HR department in the 21st Century”—Examine.

Or

- (b) Compare and contrast the different performance appraisal methods used in India.

18. (a) Explain different financial incentive systems with their merits and demerits.

Or

- (b) Write an essay on “union management”.

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Sub. Code

92115

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 is data mining?
3. Mention few interface controls.
4. What is knowledge information system?
5. Distinguish between data and information.
6. What is Excel?
7. What is DSS?
8. What is software reliability?
9. What is intranet?
10. Define E-Governance.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe advantages and disadvantages of DBMS in health care sector.

Or

- (b) Explain the concept of MIS in decision support system of an hospital setting.

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

Or

- (b) Explain data warehousing.

13. (a) Explain interface and reporting.

Or

- (b) What are the advantages of SPSS over excel?

14. (a) What are the uses of computers for MIS Database management?

Or

- (b) Explain cloud computing.

15. (a) What are the ethical issues in information management in a hospital.

Or

- (b) Explain how MIS help in structured and unstructured decision making process in hospitals.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the process of developing indicators.

Or

- (b) Explain various functional information system.

17. (a) Explain the various areas of applications of MIS in hospitals.

Or

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

18. (a) Explain the various application of software tools in MIS.

Or

- (b) What are the hidden costs and benefits of implementing an ERP system?
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92116

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 are the objectives of Financial Management?
2. How do you calculate Return?
3. Define the term Capital Budgeting.
4. What are the various kinds of capital investment proposals?
5. What is leverage?
6. Define Dividend Policy.
7. Distinguish between permanent and Temporary Working Capital.
8. What is inventory management?
9. What is financial derivative?
10. Distinguish between Hire Purchase and Lease.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the functions of Financial Management.

Or

- (b) Discuss the broad area of Financial Decision making.

12. (a) What are the factors affecting Capital Investment decisions?

Or

- (b) What are the merits and demerits of Internal Rate of Return method?

13. (a) Critically examine the assumptions underlining the relevance hypothesis of Modigliani Millear's regarding dividend distribution.

Or

- (b) What are the importances of Balanced Capital Structure? Explain.

14. (a) Bring out the various methods of assessing Working Capital requirements in detail.

Or

- (b) Explain in detail the various kinds of Inventories.

15. (a) Explain the functions of Indian Capital Market.

Or

- (b) What is the role of SEBI for investors' protection in India?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the functions of Finance. In what way is the objective of wealth maximization superior to profit maximization?

Or

- (b) Explain the important steps in the Capital budgeting process.
17. (a) Calculate the Operating Leverage, Financial Leverage & Combined Leverage for a Firm using the following information:- Sales 60,000 Units at Rs. 10 per unit; Variable cost at Rs. 4 per unit; The Fixed Cost is Rs. 2,00,000; Also 10% Debentures of Rs. 3,00,000 were raised by the firm.

Or

- (b) State the different tests of a Working Capital policy and enumerate the principles of Working Capital management.
18. (a) What do you mean by New Issue Market? Explain its functions and methods of floating New Issues.

Or

- (b) Discuss the advantages and limitations of comparative financial statement analysis.

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92121

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 research methodology?
2. What is diagnostic research design?
3. What do you mean by hypothesis?
4. Discuss the sources of secondary data.
5. What are the qualities of a good test?
6. Write the merits and demerits of sampling.
7. What is data analysis?
8. What are the characteristics of a good measurement tools?
9. What is cluster analysis?
10. Write short-notes on Research proposal.

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

11. (a) Explain the points to be considered in the process of identifying a research problem.

Or

- (b) Explain the various approaches to research.

12. (a) Explain type I and type II error with suitable example.

Or

- (b) What do you mean by test of significance? Explain principles of testing of hypothesis.

13. (a) What do you understand by report writing? What are the steps followed in it?

Or

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

14. (a) Explain the Chi-square test. Mention the conditions to be satisfied for applying chi-square test.

Or

- (b) Below are ratings of aggressiveness (X) and amount of sales in the last year (Y) for 8 sales persons. Is there a significant rank correlation between the two measures? Use 0.05 significance level

X 30 16 35 28 42 25 19 34

Y 35 30 40 46 50 32 33 41

15. (a) Attitudes towards authority often can be treated as an interval variable. Suppose this variable is normally distributed with a mean score of 60 and a standard deviation of 10.
- (i) What proportion of cases has a score between 60 and 63?
 - (ii) What proportion has a score less than 48?
 - (iii) What proportion is between 72 and 83? 52 and 55?

Or

- (b) Describe the principal component method of factor analysis.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) A company arranged an intensive training course for its team of salesmen. A random sample of 10 salesmen was selected and the value (in '000) of their sales made in the weeks immediately before and after the course are shown in the following table

Sales man	1	2	3	4	5	6	7	8	9	10
Sales before	12	23	5	18	10	21	19	15	8	14
Sales after	18	22	15	21	13	22	17	19	12	16

Test whether there is evidence of an increase in mean sales.

Or

- (b) The following ratings were made by people who used 2 detergents for 3 weeks. Test the hypothesis that the users found no difference in the two products. Use the 0.5 level of significance

Product A	4	4	5	5	3	2	5	3	1	2	5	3	4	5	5
Product B	2	3	3	3	3	3	4	3	2	2	3	2	2	3	3

17. (a) Describe the usual errors committed in interpretation of research findings. How would you overcome them?

Or

- (b) The weekly salaries of a group of employees are given in the following table.

Find the mean and standard deviation of the salaries.

Salary (in Rs.)	75	80	85	90	95	100
No. of persons	3	7	18	12	6	4

18. (a) Calculate the Pearson's coefficient of correlation from the following data using 44 and 26 respectively as the origin of x and y .

X	43	44	46	40	44	42	45	42	38	40	42	57
Y	29	31	19	18	19	27	27	29	41	30	26	10

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 organisation?

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92122

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define: Materials Management.
2. What is manufacturing resources Planning?
3. What do you mean by Forward Purchasing?
4. What is industrial buying?
5. Define: Retail Discounting Model.
6. Differentiate: EOQ and EBQ.
7. What do you mean by international Purchasing?
8. What is productivity?
9. What is operational efficiency?
10. Define performance measurement.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) How much contribution to total production costs is made by materials?

Or

- (b) How does a materials manager help design personnel in their task?

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

Or

- (b) Under what conditions would you resort to "sole sourcing"?

13. (a) Brief note on :

- (i) Probabilistic inventory model
(ii) Quantity discount model

Or

- (b) Explain the objectives and control techniques of policy decision with suitable examples

14. (a) Identify the need and importance of stores function.

Or

- (b) Enumerate the advantages and disadvantages of centralized and decentralized stores in industry.

15. (a) Write a short note on safety stock. List the factors governing safety stock.

Or

- (b) Define the maximum stock and minimum stock limits. What affects are taken into account in fixing these limits in inventory control?

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Briefly explain the procedure involved in selecting suppliers.

Or

- (b) Explain the procedure involved in stores systems with suitable examples.

17. (a) List out and briefly describe the various elements of stores management?

Or

- (b) Explain the EOQ and EBQ models for uniform and variable demand without shortages. When is each model used in a firm?

18. (a) Write a short note on the followings:

- (i) Traffic management
- (ii) Productivity
- (iii) Cost effectiveness
- (iv) Warehouse management

Or

- (b) Explain the advantages and disadvantages of quantity discount model and probability inventory model.
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C-1210

Sub. Code

92123

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

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 management.
2. Differentiate between individual and industrial buying.
3. Write short notes on simple marketing system.
4. Define service product.
5. What is physical evidence?
6. Define promotion.
7. Name few sales promotional tools.
8. Role of It in service marketing.
9. Short note on advertising.
10. Mention any two distribution characteristics.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the characteristics of services marketing.

Or

- (b) Comment on holistic marketing.

12. (a) Why service products fail-Your views.

Or

- (b) Customer satisfaction is the utmost priority of any service-Comment.

13. (a) Explain the five stage model of the consumer buying process.

Or

- (b) Advertising plays an important role in the promotion-Illustrate with example.

14. (a) Does pricing play a vital role in the success of a product.

Or

- (b) What are the factors to be considered in choosing a service distribution?

15. (a) Online business is an integral part of today's men and women-Comment.

Or

- (b) As a manager how would you develop a new service?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain environmental analysis.

Or

(b) Explain in detail Gaps model.

17. (a) Does product strategies create an impact in the minds of the customer—Comment.

Or

(b) Define pricing. Mention its objectives and factors affecting the pricing decision.

18. (a) Role of IT in services industry.

Or

(b) Explain why market research is very important in service industry.

C-1211

Sub. Code

92124

M.B.A DEGREE EXAMINATION, NOVEMBER 2019

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. Which department is called the mirror of the hospital?
2. Write short note on support service with one example.
3. Write 3 welfare measures taken by the HR department for hospital employees.
4. Write three infection control practices taken by the HK department to prevent hospital acquired infection.
5. Write three major function of front office.
6. How to satisfy a unhappy customers?
7. Write two NABW standard related to guest relations.
8. Write three functions of physiotherapy department.
9. Write on family counselling.
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 Operation 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 note on Inpatient billing.

Or

- (b) Write on recruitment process.

14. (a) What all the precautionary measures to be take during setting up of front office?

Or

- (b) What are the selection criteria used for selecting hospital Employee?

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

Or

- (b) Explain need for family counselling.

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 Inpatient Department).

Or

- (b) Write short notes on Medical negligence. Explain the various forms of negligence.
18. (a) Write short notes on
- (i) Pert control
 - (ii) Infection control

Or

- (b) Write a plan of setting of laundry for 250 bedded hospital.
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C-1212

Sub. Code

92125

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. CPR
2. Blood Pressure
3. Endocrine gland
4. Epidemiology
5. Urinary bladder
6. Common cold
7. Siddha
8. What is illness?
9. Infectious disease
10. Thyroid gland.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Short notes on list WHO Approved immunization.

Or

- (b) Short notes on Tuberculosis.

12. (a) Briefly explain any two manmade disasters.

Or

- (b) What is sterilization? Short notes on Steam sterilization.

13. (a) Short notes on any two investigations related to cardiovascular system.

Or

- (b) Draw and label the parts of male reproductive system.

14. (a) Enumerate determinant of health.

Or

- (b) Short notes on Ayurveda.

15. (a) Blood groupings.

Or

- (b) List out sense organs and their functions.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe female reproductive system with diagram.

Or

(b) Explain about biomedical waste management.

17. (a) Explain about concept of health.

Or

(b) Describe various hospital services.

18. (a) Describe various disinfection methods.

Or

(b) Explain about Disaster management.

C-1213

Sub. Code

92126

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is TQM?
2. What is QAC?
3. Define Professional Review.
4. What is quality auditing?
5. What is Quality Circle?
6. Define TPM.
7. Define Productivity.
8. Define motion economy.
9. Define Medical auditing.
10. Define JCI standards.

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

11. (a) Brief notes on Professional review.

Or

- (b) Brief notes on concurrent review.

12. (a) Describe advantages of implementing ISO 9000 systems in hospital.

Or

- (b) Describe salient features of JCI

13. (a) Briefly explain types of Six Sigma belts.

Or

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

14. (a) Briefly explain Quality circle.

Or

- (b) Short notes on Performance measurement.

15. (a) Shortly describe productivity concepts.

Or

- (b) Narrate the basic approaches to SQC.

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

16. (a) List out various committees and their role in hospital to obtain NABH accreditation

Or

- (b) Describe the objectives of NABH standards

17. (a) Describe the components ISO 9000.

Or

(b) Describe cost of quality and quality profit.

18. (a) Describe Total Productive Maintenance.

Or

(b) Elaborately discuss Performance Measurement.

C-1214

Sub. Code

92131

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

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 OR in business.
2. Differentiate primal and Dual problem in LPP.
3. What are the application of OR in marketing management?
4. What do you mean by degeneracy in Transportation model?
5. State the importance of assignment model in manufacturing?
6. What are the procedure can be followed to draw the network?
7. List all the advantages of PERT and CPM.
8. Expand the Queing model (M/M/C) (α /FICS).
9. Explain the situations in which the decision can be made.
10. Why simulation is required to solve the problem?

Part B $(5 \times 5 = 25)$ Answer **all** questions.

11. (a) The products X and Y has the total production capacity of 9 tonnes per day. The Company has a contract to supply atleast 2 tonnes of X and 3 tonnes of Y per day to another customer. Each tonne of X requires 20 machines hours of production time and each tonne of Y requires. 50 hours of production time. The daily maximum possible machine hour in 360. All the output centre sold, the profit made in Rs.80 per tonne of X and Rs.120 per tonne Y. Determine the quantity to be manufactured using graphical method after forming the problem on LPP maximisation problem.
- Or
- (b) Explain the procedure to solve the LPP model using simple method.
12. (a) Solve the following Transportation model by
- (i) NWC
 - (ii) VAM

		Warehouse				Supply
		A	B	C	D	
Customer	I	8	9	6	3	18
	II	6	11	5	10	20
	III	3	8	7	9	18
Demand		15	16	12	13	

Or

- (b) Explain the procedure for getting optimal solution in transportation model using modified distribution method.

13. (a) Find the minimum cost of assignment and also the assignment of M/C to different workers.

		M/C				
		I	II	III	IV	V
Workers	A	9	11	16	15	21
	B	13	15	11	17	16
	C	15	16	13	12	18
	D	14	17	15	11	20
	E	10	16	17	11	23

Or

- (b) Solve the following CPM problem by drawing its network and calculating the total project completion time.

Activity	A	B	C	D	E	F	G	H
Predecessor	–	A	A	B	B	D,E	D	C,F,G
Time	2	4	8	3	2	3	4	8

14. (a) Customers arrive to a banks with poisson distribution with mean of 10 per hour. The bank has only one counter and takers an average of 5 minutes to serve the customers.
- What is the proof that an arriving customer has to wait?
 - What is length of the queue?
 - How much time the arriving customer has to wait to get service?
 - find the no of customers in the system.

Or

- (b) Explain the Queuing model.

15. (a) A shop keeper observed the demand pattern for roses as per the following table.

Daily demand	10	20	30	40	50
Probability	0.11	0.1	0.4	0.35	0.04

Consider the following sequence of random nos.

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

Calculate the average demand using simulation.

Or

- (b) Explain the model in decision making under Risk.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Solve the following LPP.

$$\text{Max } z = x_1 + 3x_2 - 2x_3.$$

Subject to constraints.

$$3x_1 - x_2 + 2x_3 \leq 7$$

$$-2x_1 + 4x_2 \leq 12$$

$$-4x_1 + 3x_2 + 8x_3 \leq 10$$

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

Or

(b) Solve the following LPP using graphical method,

$$\text{Max } \alpha = 3x_1 + 4x_2$$

$$5x_1 + 4x_2 \leq 200$$

$$3x_1 + 5x_2 \leq 150$$

$$5x_1 + 4x_2 \geq 100$$

$$8x_1 + 4x_2 \geq 80$$

$$x_2 \leq 150$$

$$x_1, x_2 \geq 0$$

17. (a) Solve the following transportation problem to get optimal solution.

		Market				Capacity
		A	B	C	D	
Warehouse	I	10	13	11	8	900
	II	9	12	12	14	800
	III	13	9	11	9	1000
Demand		400	500	400	800	

Or

(b) Solve the following traveling Salesman problem.

		To City				
		A	B	C	D	E
From City	A	—	17	16	18	14
	B	17	—	18	15	16
	C	16	18	—	19	17
	D	18	15	19	—	18
	E	10	16	17	18	—

18. (a) Find the total project completion time, Critical path and total float from the following information.

Activity	A	B	C	D	E	F	G	H	I	J
Predecessor	–	A	A	B	A	B,E	C	D,F	G	H,I
Duration	5	3	5	4	3	5	3	2	3	7

Or

- (b) Following is the Information related to manufacturing of a component. Apply PERT to find total completion time and also find the probability of project completion time does not exceed 36 weeks.

Activity	Predecessor	M	O	P
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

C-1215

Sub. Code

92132

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Health Service Management

COUNSELLING

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write about Existential therapy.
2. Write about the need for counseling.
3. Brief on the stages of stress.
4. What is active listening?
5. Brief on burn out stress.
6. Write about challenges faced by a counsellor.
7. Brief on levels of conflict in organizational behaviour.
8. Write on types of interview.
9. Write about alcoholism withdrawal symptoms.
10. Explain Ethics in counselling.

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

11. (a) Brief on history taking process.

Or

- (b) Define communication and its importance in counselling.

12. (a) Brief on counsellor limits in practise and the challenge faced by them?

Or

- (b) Elaborate on Transactional Analysis.

13. (a) Write on Marital counselling.

Or

- (b) Brief on psycho-analytic theory with the techniques and counsellor's role.

14. (a) Detail on the basics of counselling it's need and counselling setting.

Or

- (b) Describe counselling the adolescent.

15. (a) Write on developing case histories.

Or

- (b) Profile of a counsellor.

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

16. (a) Elaborate on specific approaches to counselling.

Or

(b) Note on Egan's skilled helper model.

17. (a) Elaborate on Group therapy.

Or

(b) Elaborate on counselling the terminally ill.

18. (a) Conflict management – Explain

Or

(b) Stress, its types and management techniques.

C-1216

Sub. Code

92133

M.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Health Service Management

LAW RELATING TO HOSPITAL MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Birth and Death registration
2. IMC
3. Artificial Reproduction
4. IRDA
5. Industrial dispute
6. Pharmacy act
7. Vicarious liability
8. Informed consent form
9. Benefits of Health Insurance
10. Payment of wages act

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

11. (a) Types of autopsy and its legal requirements
Or
(b) Write short notes on IRDA act.
12. (a) Explain the important features of Tobacco control act and prevention of Magic Remedies act.
Or
(b) IMC's List of offences in professional misconducts.
13. (a) Infant milk substitutes act.
Or
(b) Consumer protection act.
14. (a) Rules and regulation of dying declaration.
Or
(b) Short notes on professional liability.
15. (a) Write short notes on medical ethics.
Or
(b) Write short notes on Bonus act.

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

16. (a) Describe Maternity Benefit Act.
Or
(b) Explain vicarious liability, mens rea and actus rea with examples.

17. (a) List out patients rights and responsibilities.

Or

(b) Write in detail about the Establishment of Hospital and Nursing homes.

18. (a) Describe minimum wages act.

Or

(b) Describe Drugs and cosmetics act.

C-1217

Sub. Code

92134

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Advantages of intra mail in hospital.
2. Store Inventory.
3. Recovery area.
4. Pest control.
5. CSSD.
6. Ward rounds.
7. Essential tests for Blood donor.
8. ETO sterilization.
9. Essential steps in Medical equipment purchase.
10. Disinfection of linens.

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

11. (a) Functions of IT department in hospitals.

Or

- (b) Short notes on Tendering Negotiation.

12. (a) Explain steam sterilization method.

Or

- (b) Short notes on preparation of OT for surgery.

13. (a) Explain about food servicing technique.

Or

- (b) Short notes on storage of blood and blood components.

14. (a) Operation theatre protocol of Orthopedic theatre.

Or

- (b) Elements of Recommended dietary allowance.

15. (a) Advantages of Hospital websites.

Or

- (b) Short notes on personal Hygiene of food service department.

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

16. (a) Describe in detail about theatre nursing.

Or

- (b) Explain about different kinds of menu.

17. (a) Describe layout and design of a standard blood bank.

Or

- (b) Describe administrative procedures of operation theatre.

18. (a) Explain about ICU set up and functions.

Or

- (b) Describe storing and inventory control of a hospital store.
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C-1218

Sub. Code

92135

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is Tertiary care centre?
2. Define Risk analysis.
3. Define corporate hospital.
4. What are fixed assets?
5. What are biomedical wastes?
6. State any four important uses of hospital database.
7. Any two objectives of hospital planning.
8. Any two important aspects in selection of hospital location.
9. List out four important uses of SWOT analysis for hospital planning.
10. State any four important points for selection of medical equipments.

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

11. (a) Draw an organogram of hospital administration.

Or

- (b) Benefits of Government hospital to the society.

12. (a) List out the norms to be followed in patient flow.

Or

- (b) Briefly explain Demand and supply.

13. (a) Basic principles and criteria for efficient architecture of a hospital.

Or

- (b) Describe area computations for prime hospital area.

14. (a) Give a short notes on regulatory norms required to establish a hospital.

Or

- (b) What is survey? Give a note on Analysis of survey responses.

15. (a) Short notes on interior design of a hospital.

Or

- (b) Briefly explain on hospital equipment selection and servicing.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain modern trends in health care centres in India.

Or

- (b) Describe need for a scientific planning and design in hospital construction.

17. (a) Describe, various medical insurance schemes available.

Or

- (b) Narrate various diagnostic discipline of a multi speciality hospital.

18. (a) Describe in detail about steps involved in manpower planning for a corporate hospital.

Or

- (b) Explain the infrastructure requirements for multi speciality hospital.

C-1219

Sub. Code

92136

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Elements of vision.
2. What is internal environment analysis.
3. PORTERS Model.
4. State any four leadership qualities.
5. Value chain analysis.
6. Mixed strategies.
7. Competitive environment.
8. Mention any two strategic management in Trust.
9. Factors of strategic management.
10. Mention any four Factors influencing strategic choices.

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

11. (a) Write short note on BCG matrix.
Or
(b) Write short notes on Stop light model.
12. (a) Briefly explain about environmental forecasting.
Or
(b) Describe analysis of competitive environment.
13. (a) List out the quantitative factors in strategic management.
Or
(b) Explain the important characteristics of strategic management.
14. (a) Briefly describe resource allocation.
Or
(b) Briefly explain internal environment analysis.
15. (a) Implementation of strategies in health care set up.
Or
(b) Social aspects of strategic management in health care industry.

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

16. (a) Explain in detail on models of strategic management.
Or
(b) Explain the importance of objectives and setting of objectives.

17. (a) Describe strategic management in corporate hospital.

Or

(b) Explain in detail about, analysis of competitive environment.

18. (a) Describe in detail about options of strategy formation.

Or

(b) Dimensions of social responsibilities in health care management.
