

**C-6385**

**Sub. Code**

**92111**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**First Semester**

**Health Service Management**

**HEALTH MANAGEMENT PROCESS AND BEHAVIOUR**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Health Management.
2. Define Planning
3. What is meant by organizational structure and design?
4. Define Motivation.
5. What do you mean by Organizational Behaviour?
6. Write short notes on Innovation.
7. Define Bench marking.
8. What is Attitudes?
9. Define stress Management.
10. What is meant by Change Management?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the social responsibilities of Business.

Or

- (b) Explain the Levels of Management.

12. (a) Describe Decision making process in detail.

Or

- (b) Explain the scope and limitations of planning.

13. (a) Write a detailed on Span of Control.

Or

- (b) Compare Formal and informal Organisation.

14. (a) Explain motivation and Job performance.

Or

- (b) Explain perception and Learning.

15. (a) Discuss about Group Dynamics in detail.

Or

- (b) Explain Entrepreneurial Management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain Management and its levels.

Or

- (b) Explain the steps in Planning Process.

17. (a) Explain the emerging trends in Corporate structure.

Or

(b) Explain the Authority and Responsibility of Relationship in Organisation.

18. (a) Explain Communication process and its types.

Or

(b) Explain Leadership styles and approaches in Organisation.

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**C-6386**

**Sub. Code**

**92112**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**First Semester**

**Health Service Management**

**BASICS OF ACCOUNTING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Financial Accounting?
2. What is Journal?
3. What is Trial Balance?
4. What is Inflation Accounting?
5. What is Current Assets?
6. What is Financial ratio?
7. What is Fund flow?
8. What is cost center?
9. What is costing?
10. What is Variance Analysis?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What do you mean by double Entry system? Briefly discuss its advantages.

Or

- (b) What are the branches of Accounting? Give a brief description of each.

12. (a) State the purpose and Limitations of Trial balance.

Or

- (b) Give the journal entries of the following transaction

- (i) Ajit started business by investing cash Rs. 50,000. He bought goods of Rs. 4,000 and furniture of Rs. 500
- (ii) Purchased building for Rs. 10,000.
- (iii) Purchased goods for cash Rs. 3,000.
- (iv) Purchased goods on credit Rs. 2,500.
- (v) Paid cartage Rs. 20.
- (vi) Sold goods for cash Rs. 2,550.
- (vii) Sold goods for cash to Avtar Rs. 240.
- (viii) Sold goods to Mahendran on credit Rs. 4,650.
- (ix) Paid freight Rs. 120.
- (x) Deposited cash into bank Rs. 8,000.
- (xi) Paid Salary Rs. 460.
- (xii) Withdrew from the bank Rs. 200 for office use.
- (xiii) Withdrew from the bank Rs. 300 for private use.
- (xiv) Charged interest on capital Rs. 1,250.

13. (a) Distinguish between Trading Account and Profit and loss account.

Or

- (b) Distinguish between fixed Current assets. Give two examples for each.
14. (a) The following information of Alpha company is given : Current ratio = 2.2:1  
Acid Test ratio = 1.5:1  
Current liabilities = Rs. 50,000.

Or

- (b) What are the objects of Cash flow statements?
15. (a) What are the Objectives of Cost accounting?

Or

- (b) What are the advantages of Standard Costing?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enter the following transaction in the cash book with cash, discount and bank columns

2018 April

- 1 Balance of cash in hand Rs.400, overdraft at bank Rs.5,000.
- 4 Invested further capital Rs. 10,000 out of which Rs.6,000 deposited in the bank.
- 5 Sold goods for cash Rs.3.000.
- 6 Collected from debtors of last year Rs. 8,000,discount allowed to them Rs. 200.
- 10 Purchased goods for cash Rs. 5,500.

- 11 Paid Ram Vilas, our creditors, Rs. 2,500, discount allowed by him Rs.65.
- 13 Commission paid to our agent Rs.530.
- 14 Office furniture purchased from Keshav Rs. 200.
- 14 Rent paid Rs. 50.
- 14 Electricity charges paid Rs. 10.
- 16 Drew cheque for personal use Rs. 700.
- 17 Cash sales Rs. 2,500.
- 18 Collection from Atal Rs. 4,000. deposited in the bank on 19<sup>th</sup> April.
- 19 Drew from the bank for office use Rs.500.
- 22 Drew cheque for petty cash Rs.150.

Or

- (b) Explain the Various accounting concepts and conventions.
17. (a) From the following transaction in the books of Gaurav, post them into ledger for June 2018.
- June 1 Gaurav started business with Rs.10,00,000 of which 25% amount was borrowed from wife.
  - June 4 Purchased goods from Aniket worth Rs.40,000 at 20% TD and 1/5<sup>th</sup> amount paid in cash
  - June 7 Cash purchases Rs.25,000
  - June 10 Sold goods to vishakha Rs.30,000 at 30% TD and received 30% amount in cash.
  - June 12 Deposited cash into bank Rs 20,000.
  - June15 Uninsured goods destroyed by fire Rs.5,500.

- June 19 Received commission Rs.3,500.
- June 22 Paid to Aniket Rs. 25,000 in full settlement of A/c.
- June 25 Cash stolen from Cash box Rs.1,000.
- June 27 Received from Vishakha Rs. 14,500 and discount allowed Rs.200.
- June 30 Interest received Rs.2400 directly added in our bank account.

Or

- (b) Discuss some of the important ratios, usually worked from financial statements, showing how they would be useful to higher management.
18. (a) From the following Trial balance, prepare trading and profit and loss account for the year ended 31<sup>st</sup> December 2018.

Particular	Rs.	Particular	Rs.
Stock	45,000	Sales	3,15,000
Purchases	2,50,000	Capital	1,50,000
Wages	10,000	Sundry Creditors	30,000
Salaries	15,000	Return Outwards	3,000
Discount Payable	3,000	Discount	
Postage	2,000	Receivables	5,000
Advertising	15,000	Bill Payable	2,000
Return	2,000		
Drawings	10,000		
Furniture	18,000		
Debtors	40,000		
Cash at bank	20,000		
Building	70,000		
Cash in hand	5000		
	<u>5,05,000</u>		<u>5,05,000</u>



Adjustment

- (i) Stock on 31.12.2018 Rs. 81,000
- (ii) The effect of advertising is expected to last for two years.
- (iii) Provide depreciation@ 10% p.a on furniture.
- (iv) A new Almirah costing Rs. 1,000 purchased on 1.4.2018 is included in advertising.
- (v) Wages and salaries are outstanding to the extent of Rs. 1,200 and Rs. 600 respectively.
- (vi) A cheque of Rs. 2,000 received from a customer was returned dishonoured by bank but has not been recorded in the books. The customer has been insolvent and a dividend of 50 paise in the rupees is expected from his estate.

Or

- (b) Examine the major sources and applications of working capital.

**C-6387**

**Sub. Code**

**92113**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**First Semester**

**Health Service Management**

**HEALTH ECONOMICS AND POLICY**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is healthcare management?
2. What is public clinical service?
3. Define opportunity cost.
4. Explain Net Profit Value.
5. What is monopolistic competition?
6. What is discounting factors?
7. What are perfect competitions?
8. What is notional health policy?
9. What is monopoly?
10. Write a short note on health expenditure.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature and scope of health economics.
- Or
- (b) Explain the fundamental concepts of health economics.
12. (a) Explain about Categorization of consumption.
- Or
- (b) Explain law of Elasticity with illustration.
13. (a) Explain about Health Expenditure in detail.
- Or
- (b) Explain the conditions of perfect competition.
14. (a) Enumerate the evaluation of diagnosing health system.
- Or
- (b) Explain the significance health policy and administration.
15. (a) Give a detailed note on significance of national rural health mission.
- Or
- (b) Explain the National health policy and its benefits.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate between Economic theory and Managerial theory.
- Or
- (b) Explain demand forecasting and enumerate the techniques of demand forecasting.

17. (a) Explain price determination under monopolistic market structure.

Or

(b) Explain the rationale of government's intervention in health expenditures.

18. (a) Explain socio-economic and cultural rationale for the existing organisational structure in detail.

Or

(b) Explain the evaluation of national health policies in detail.

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**C-6388**

**Sub. Code**

**92114**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**First Semester**

**Health Service Management**

**HUMAN RESOURCE MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write any two objectives Human Resource Management?.
2. What is organisational planning?
3. What is Human Resources information system?
4. What is Counselling?
5. What is Manpower Planning.?
6. What is Selection process?
7. What is Rewards?
8. What is Training?
9. What is Grievances?
10. What is Pay structure?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about the primary objectives of HRM.

Or

- (b) Discuss about the Scope of human resources management.

12. (a) Explain about the Sources of personnel policies.

Or

- (b) Discuss in detail about the need for training.

13. (a) Briefly discuss about the features of Human resources management.

Or

- (b) Discuss about the purposes of job description.

14. (a) Explain about objectives of training and development.

Or

- (b) Discuss about the On the Job training.

15. (a) Briefly discuss about the types of rewards.

Or

- (b) Explain about the factors leading to employee unionization.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about Functions of human resources management.

Or

- (b) Explain about principles of personnel policies in Detail.

17. (a) Discuss in detail about methods of training.

Or

- (b) Discuss in detail about Job analysis.

18. (a) Briefly explain about the methods of performance appraisals.

Or

- (b) Explain about the factors affecting Employee discipline.

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**C-6389**

**Sub. Code**

**92115**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**First Semester**

**Health Service Management**

**HEALTH MANAGEMENT INFORMATION SYSTEM**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define data information.
2. What is data mining?
3. Mention few interface control.
4. What is knowledge information system?
5. What is excel?
6. What are hospital services?
7. Define reporting.
8. What is software reliability?
9. Define E-governance.
10. What is cloud computing?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain application of management information system in the hospital setting.

Or

- (b) What are objectives of decision support system?

12. (a) What are the importance data warehousing?

Or

- (b) What are the types of information system in the enterprise?

13. (a) What are the advantages of SPSS over excel.

Or

- (b) Explain about resource utilisation of hospital services.

14. (a) What is cloud computing and its types?

Or

- (b) Discuss about various application of software tools in MIS.

15. (a) Explain how MIS help in structured and unstructured decision making process in hospitals.

Or

- (b) What are the advantages and limitation of e-commerce?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about the challenge of enterprise system.

Or

- (b) Explain about process of developing indicators.

17. (a) Explain in detail about application of MIS in different area.

Or

- (b) Discuss in detail about advantages of data mining.

18. (a) What are the hidden costs and benefits of implementing an ERP systems?

Or

- (b) Discuss in detail about need for information system.
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**C-6390**

**Sub. Code**

**92116**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**First Semester**

**Health Service Management**

**CORPORATE FINANCE AND MANAGEMENT  
ACCOUNTING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Time value for money.
2. How do you calculate return?
3. Define Cash flow.
4. What is Net Present Value?
5. What is Operational leverage?
6. What is Capital structure?
7. Define Account receivable management.
8. What is Working capital finance?
9. Define Derivatives.
10. What is Venture capital finance?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain broad area of financial decision making.

Or

- (b) Discuss about scope of financial management.

12. (a) What are the merits and demerits of internal rate of return method.

Or

- (b) What are the need and importance of capital budgeting?

13. (a) From the following selected operating data, determine the degree of operating leverage, which company has greater amount of business risk? Why?

	Company A	Company B
Sales	25,00,000	30,00,000
Fixed cost	7,50,000	15,00,000

Variable expenses as a percentage of sales are 50% for company A and 25 % for Company B.

Or

- (b) Define Dividend policy. Explain the aspects of dividend policy.

14. (a) Explain about concept of working capital.

Or

- (b) Discuss about various kind of inventories.

15. (a) Explain the role of SEBI for investor's protection in India.

Or

- (b) Discuss about hire purchases.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the importance steps in the capital budgeting process.

Or

- (b) Explain about approaches of financial management.

17. (a) Calculate the operating leverages, financial leverages and combined leverages for a firm using information:

Sales 60000 units at Rs.10 per unit

Variable at Rs.4 per unit cost

The fixed cost is Rs.2,00,000

Also 10% debentures of Rs.3,00,000 were raised by the firm.

Or

- (b) Distinguish between operating leverage and financial leverage.

18. (a) Discuss about the working capital finance in detail.

Or

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

**C-6391**

**Sub. Code**

**92121**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Health Service Management**

**RESEARCH METHODOLOGY AND STATISTICS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define research methodology.
2. What is research design?
3. What is data collection?
4. What is simple random sampling?
5. Define research proposal.
6. What is Null hypothesis?
7. Define primary data.
8. What is data analysis?
9. Define sample survey techniques.
10. What is chisquare distribution?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the classification of scales?

Or

- (b) What are the sources of errors in measurement?

12. (a) What are the characteristics of good sample design?

Or

- (b) What are the merits and demerits of quota sampling?

13. (a) What are the features of good research design?

Or

- (b) What are the limitations for hypothesis testing?

14. (a) Explain about stages in data processing.

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) Briefly discuss about simple regression analysis.

Or

- (b) Discuss about principles of good research report.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about types of research report.

Or

- (b) Explain about steps in sampling design.

17. (a) 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

Or

- (b) Discuss in detail about importance and various types of research design.

18. (a) Briefly explain about centroid method of factor analysis.

Or

- (b) Discuss in detail about different steps in writing report.

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**C-6392**

**Sub. Code**

**92122**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Health Service Management**

**MATERIALS MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Materials Management?
2. Define Material cycle.
3. What is purchasing system?
4. Define Arbitration.
5. Define Planning.
6. What is Equipment Audit?
7. What is Inspection?
8. What do you mean by Disposal?
9. What is Inventory Control?
10. What is EOQ?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out few primary objectives of materials management.

Or

- (b) Explain the problems and issues of hospitals materials management.

12. (a) Discuss the elements of Purchasing.

Or

- (b) Explain the legal aspects of Purchasing.

13. (a) Write Short notes on (i) Equipment Utilization (ii) Operation.

Or

- (b) Explain the importance of Equipment Audit.

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

Or

- (b) Discuss about the Distribution of Materials.

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

Or

- (b) Explain the types of Packaging.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the challenges faced by the hospitals in importing and maintaining the equipments.

Or

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

17. (a) Explain the advantages and disadvantages of quantity discount model and probability inventory model.

Or

- (b) List out the various elements of Stores Management.

18. (a) Explain the role of materials management in conserving environment.

Or

- (b) How the policy decisions made in inventory management? How the production manager should play in making decisions in the Organisation?

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**C-6393**

**Sub. Code**

**92123**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Health Service Management**

**MARKETING MANAGEMENT AND HEALTH CARE  
SERVICES MARKETING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing Management.
2. What is Buyer Behaviour?
3. What is Price?
4. What is gap model?
5. Define Service Product.
6. What is service segmentation?
7. What is pricing strategy?
8. What is Channel?
9. What is Sales Promotion?
10. What is online Business?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the environmental analysis.

Or

- (b) Explain the roles played by people in consumer decision making process.

12. (a) What are 7P's in services marketing?

Or

- (b) Define services marketing. Explain the customer satisfaction in services marketing.

13. (a) Explain the importance of product strategy.

Or

- (b) Explain the relationship between service and product Lifestyle management.

14. (a) List out any five pricing strategy in marketing.

Or

- (b) What are the factors determining the choice of distribution channel?

15. (a) Write any five limitations of sales promotion.

Or

- (b) What are the effective advertising strategies involved in business development?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the feature of marketing.

Or

(b) What is buyer behavior and why it is considered as a problem solving method?

17. (a) Define product strategy and steps involved in developing product strategy.

Or

(b) Explain the strength and weaknesses of Sales Promotion.

18. (a) Explain the role of IT industry in marketing.

Or

(b) Discuss the advantages and disadvantages of online business.

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**C-6394**

**Sub. Code**

**92124**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Health Service Management**

**OPERATIONS MANAGEMENT – I**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define non-clinical department.
2. Mention the functions of front office in a hospital.
3. List out the importance of record keeping in a hospital.
4. What are the important functions of laboratory services?
5. What is the storage procedure followed in blood banks?
6. Write short notes on infection control.
7. How hospitals are classified?
8. What are the reasons for nurse turnover?
9. What is IPD?
10. What is the purpose of the sterilization procedure?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe transfer in and transfer out of patients from one service to another service.

Or

- (b) Write about the significance and need for sanitation in hospitals.

12. (a) Describe the role of front office in efficient maintaining of the hospital processes.

Or

- (b) Discuss the grievance handling procedure in hospitals.

13. (a) Explain performance appraisal for a 500 bedded multi specialty hospital. What are the problems to be avoided in appraising performance?

Or

- (b) Explain the functions and responsibilities of physiotherapy department and physiotherapist.

14. (a) Describe the administrative procedures of radiology department.

Or

- (b) What are the methods to maintain hospital records effectively?

15. (a) Give the importance of guest relations in hospitals.

Or

- (b) Explain about the process of Pest control and Infection control.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) How do you plan and design layout of multi specialty hospital?

Or

- (b) Discuss the role and responsibilities of housekeeping department in pest control.

17. (a) Compare and contrast the function, challenges and constraints faced by OP and IP services.

Or

- (b) Explain in detail the duties and responsibilities of front office personnel. Explain why front office posses inter department co-ordination?

18. (a) Explain the role of laboratory services in promoting the image of an hospital.

Or

- (b) Discuss the various uses of medical records to patient, physician and to hospital.

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**C-6395**

**Sub. Code**

**92125**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Health Service Management**

**HEALTH CARE AND WELLNESS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is health care?
2. What are the causes of communicable disease?
3. Define Epidemiology
4. List any four non communicable diseases.
5. What do you mean by Urinary bladder?
6. Explain anatomy.
7. What is illness?
8. Write short notes on hospital safety.
9. Define CPR.
10. What are the determinants of health?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What do you mean by immunization? Explain.
- Or
- (b) Define first aid. What are the measures to be followed in first aid?
12. (a) What are the functions of hospital services? Explain.
- Or
- (b) Briefly explain the concepts of health.
13. (a) Write a notes on nervous system.
- Or
- (b) What are symptoms of anatomy and physiology?
14. (a) Explain Allopathy and its advantages.
- Or
- (b) Discuss about the respiration.
15. (a) What are the guidelines of WHO in Health care?
- Or
- (b) Explain about the concepts of disaster management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Detailed about the fire safety and its measures.
- Or
- (b) Elaborate how to control the communicable and non communicable disease?

17. (a) Briefly discuss about the natural calamities.

Or

(b) Describe various disinfection methods.

18. (a) Enumerate the trauma care.

Or

(b) Define environment hygiene and mention its benefits.

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**C-6396**

**Sub. Code**

**92126**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Health Service Management**

**QUALITY MANAGEMENT IN HEALTH CARE**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Quality Management.
2. Define Quality Assurance.
3. What is Total quality management?
4. What is medical audit?
5. Define Documentation.
6. Write a note on Productivity.
7. Define Concurrent review.
8. What is meant by Performance Measurement?
9. Write a note on SQC.
10. Define Recording.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain TQM in detail.

Or

- (b) Write a note on Strategic Quality planning.

12. (a) Explain the Basics approach to SQC.

Or

- (b) Explain the benefits of ISO audit checklist.

13. (a) Explain the Basics of Six sigma.

Or

- (b) Describe Total Productive Maintenance in detail.

14. (a) Write a note on statistical process control

Or

- (b) Explain NABH Standards in quality management system.

15. (a) Explain the concepts of productivity.

Or

- (b) Write on systems audits and assessment.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the synergy in the team work and delivery process.

Or

- (b) Explain the Customer Focus and Satisfaction.

17. (a) Describe Quality Management System with suitable illustrations.

Or

(b) Explain the Approaches and steps in six sigma.

18. (a) Describe the Total Productive Management in detail.

Or

(b) Explain the principles of motion economy with appropriate references.

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**C-6397**

**Sub. Code**

**92131**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Health Service Management**

**OPERATIONS RESEARCH**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the limitations of OR?
2. Describe the various objectives of OR.
3. Enumerate the use of computers for LPP.
4. What is the role of surplus variables in the simplex method?
5. Which is the best method of solving transportation problem and why?
6. Discuss the applications of travelling salesman model.
7. What is decision making?
8. Explain the term “expected time” in PERT networks.
9. What are the reasons for using simulation?
10. Elucidate the various queue disciplines.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the scope of operations in health Service management.

Or

- (b) Two grades of paper X and Y are produced on a paper machine. Because of raw material restrictions, not more than 400 tonnes of grade X and 300 tonnes of grade Y can be produced in a week. It requires 0.2 and 0.4 hour to produce one tonne of products X and Y respectively with corresponding profits of Rs. 20 and Rs. 50 per tonne. Find the optimum product mix using the graphic method.

12. (a) Describe the transportation problem. Five method of finding an initial feasible solution. Explain what is meant by optimality test.

Or

- (b) Consider the problem of assigning five operators to five machines. The assignment costs are given below.

Operators	I	II	III	IV	V
Machines					
A	10	5	13	15	16
B	3	9	18	3	6
C	10	7	2	2	2
D	5	11	9	7	12
E	7	9	10	4	12

Assign the operators to different machines so that total cost is minimized.

13. (a) What does a critical path actually signify? In what ways does it differ from any other path and in what ways all its activities are particularly important?

Or

- (b) A new type of conveyer is to be designed. The following list represents the major activities together with the precedence relationship. Construct the network diagram.

Activity no.	1	2	3	4	5	6	7	8	9	10	11
Proceeding activity	–	1	1	3	2,3	4,5	5	7	6	9,8	10

14. (a) In a bank, 20 customers on the average are served by a cashier in an hour. If the service time has exponential distribution, what is the probability that
- (i) It will take more than 10 minutes to serve a customer?
- (ii) A customer shall be free within 4 minutes?

Or

- (b) “The assumptions in queuing theory are so restrictive as to render behavior prediction of queuing system practically worthless.” Discuss.
15. (a) What is the need of simulation? How can you use Monte Carlo simulation For industrial problems?

Or

- (b) The demand or a particular item has the probability distribution shown below:

Daily demand (units)	4	5	6	7	8	9	10	11	12
Probability	0.06	0.14	0.18	0.17	0.16	0.12	0.08	0.06	0.03

If the lead time is 5 days. Using simulation study the implications of inventory policy of ordering 50 Units whenever the inventory at the end of the day is 40 Units. Assume the initial stock level of 75 units and run the simulation for 25 days.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write down the steps for Simplex method.

Or

- (b) Consider the following LPP graphically:

$$\text{Maximize } Z = 50x_1 + 60x_2$$

Subject to constraints

$$2x_1 + 3x_2 \leq 1500,$$

$$3x_1 + 2x_2 \leq 1500,$$

$$x_1 \leq 400$$

$$x_2 \leq 400$$

$$2x_1 \leq 3x_2$$

$$x_1, x_2 \geq 0$$

17. (a) A cement company has three factories which manufacture cement which is then transported to four distribution centers. The monthly production of each distribution center and the associated transportation cost per quintal are given below:

Distribution Centers Factories	W	X	Y	Z	Monthly production (in quintals)
A	10	8	5	4	7000
B	7	9	15	8	8000
C	6	10	14	8	10000
Monthly demand (in quintals)	6000	6000	8000	5000	

- (i) Suggest the optimum transportation schedule.
- (ii) Is there any other transportation schedule which is equally attractive?
- (iii) If the company wants at least 5000 quintals of cement to be transported from factory C to distribution center Y. will the transportation schedule be any different? If so, what will be the new optimal schedule and the effect on cost?

Or

- (b) In a railway marshalling yard, goods trains arrive at a rate of 30 trains per day. Assuming that the inter-arrival time follows an exponential distribution and the service time distribution is also exponential with an average 36 minutes. Calculate the following:
  - (i) Average number of trains in the system.
  - (ii) The probability that the queue size exceeds 10.
  - (iii) If the input of the trains increases to an average 33 per day, what will be the change in (i) and (ii)?

18. (a) A project has the following characteristics:

Activity	Proceeding activity	Duration (Weeks)
A	–	5
B	A	2
C	A	6
D	B	12
E	D	10
F	D	9
G	D	5
H	B	9
I	C,E	1
J	G	2
K	F,I,J	3
L	K	9
M	H,G	7
N	M	8

- (i) Draw network for this project.
- (ii) Find the various paths, the critical path and the project completion time.
- (iii) Will the critical path change if activity G takes 10 weeks instead of 5 weeks? If so, what will be the new critical path?

Or

- (b) A company manufactures 30 items per day. The sale of these items depends upon demand which has the following distribution:

Sales (units): 27 28 29 39 31 32  
Probability: 0.10 0.15 0.20 0.35 0.15 0.05

The production cost and sale price of each unit are Rs.40 and Rs. 50 respectively. Any unsold product is to disposed of at a loss of Rs. 15 per unit. There is a penalty of Rs.5 per unit if the demand is not met. Using the following random numbers estimate total profit/loss For the company for the next 10 days: 10, 99, 65, 99, 95, 01, 79, 11, 16, 20.

If the company decides to produce 29 items per day. What is the advantage or disadvantage to the company?

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**C-6398**

**Sub. Code**

**92132**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Health Service Management**

**COUNSELLING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is counselling?
2. List the needs for counselling background.
3. What is a counselling interview?
4. Define communication.
5. What is controlled emotional involvement?
6. What are professional boundaries in counselling?
7. What is addiction counselling?
8. What do you mean by group?
9. What is marital counseling?
10. Define Adolescent.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the important principles of counselling?

Or

- (b) Explain the different types of counselling.

12. (a) Explain the types of interview in counselling.

Or

- (b) Write the characteristics of interview.

13. (a) Explain the qualities of a counsellor.

Or

- (b) What are the roles of a counsellor?

14. (a) Explain different types of marital therapy approach.

Or

- (b) What are goals? Describe the purpose of goal setting.

15. (a) Explain the strategies for effective communication in counselling.

Or

- (b) Explain the types of stress management technique.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the process of counselling , with illustration.

Or

- (b) Discuss in detail how standardized techniques are useful in counseling.

17. (a) Explain suicidal counselling and its after effects.

Or

- (b) Elaborate on counselling for the drug addiction.

18. (a) Describe the different communication skills applicable in counselling.

Or

- (b) Explain the need and significance for guidance and counselling in adolescence.

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**C-6399**

**Sub. Code**

**92133**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Health Service Management**

**LAW RELATING TO HOSPITAL MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of payment of wages act?
2. Elucidate the employee benefits of ESI act.
3. Define IMC.
4. What are the key provisions under Infant Milk Substitutes act?
5. What is Law of Torts?
6. Write about hospital ethics.
7. Why are consent forms used?
8. What is the importance of patient bill of rights?
9. Define IRDA.
10. How health insurance works?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Detail about the maternity benefit act.  
Or  
(b) What are spurious drugs?
12. (a) How do you register birth of an individual?  
Or  
(b) Write note on Minimum Wages Act.
13. (a) Narrate briefly the offences relating to professional misconducts.  
Or  
(b) Detail the Central Consumer protection council.
14. (a) Detail the restrictions for removal of human organ.  
Or  
(b) Write law related to patient's bill of rights.
15. (a) What is dying declaration? What are the conditions for its admissibility as evidence?  
Or  
(b) Explain the functions of TPA. Why TPA is required?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about Medical termination of Pregnancy act 1971.  
Or  
(b) Write about law associated with establishments of Hospitals and Nursing Home.

17. (a) Explain the categories of torts.

Or

(b) Is the patient is consumer having the right to make their own choice and the ability to act on them? - Explain.

18. (a) Explain the types of health insurance.

Or

(b) Describe the Tobacco Control Act.

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**C-6400**

**Sub. Code**

**92134**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Health Service Management**

**OPERATIONS MANAGEMENT – II**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define – Pest control.
2. What do you mean by Operation management?
3. What is Inventory control?
4. What do you mean by layout?
5. Ward round.
6. Essential steps in Distribution.
7. What is Protocols?
8. Need for feedback.
9. Define — cardiothoracic.
10. Write a note on CSSD.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Functions of IT departments in Hospital.

Or

(b) Short notes on Inventory control.

12. (a) Explain the procedure for sterilisation.

Or

(b) Briefly explain the Functions of Store.

13. (a) Short notes on Table sitting.

Or

(b) Explain the need for monitoring of patient status.

14. (a) Essential elements of Layout.

Or

(b) Briefly explain about food and beverages, dietary in hospitals.

15. (a) Short notes on Reporting.

Or

(b) Describe the functions of operations theatre.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) List out various theaters in hospitals.

Or

(b) Explain about the Tendering Negotiation.

17. (a) Discuss the importance of Auditing in hospitals.

Or

(b) Explain the Administrative procedures of operation theatre.

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

Or

(b) Describe the training methods for Nursing.

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**C-6401**

**Sub. Code**

**92135**

**M.B.A. DEGREE EXAMINATION, APRIL 2022**

**Third Semester**

**Health Service Management**

**HOSPITAL PLANNING AND DESIGN**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Apollo experience?
2. Define sizes.
3. Write short note on Demographic.
4. What is Pre — launch?
5. Write short note on secondary care.
6. Define databases.
7. What you mean by flexibility?
8. Write short note on Pollution control.
9. Define Modern hospital.
10. Write short note on Modern Technology.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the Government and corporate hospitals in detail.

Or

- (b) Explain the Need for scientific Planning.

12. (a) Describe the History of Morbidity in detail.

Or

- (b) Enumerate the Risk analysis in detail.

13. (a) Describe the small NH to Large Hospital in detail.

Or

- (b) Briefly explain the equipment selection and servicing.

14. (a) Describe the Need of area calculation in detail.

Or

- (b) Explain critical needs of efficient architecture in detail.

15. (a) Describe the basic Principles and hospital design in detail.

Or

- (b) Enumerate the Expansion provision in detail.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the growth and expansion aspects in detail.

Or

- (b) Explain the SWOT Analysis in detail.

17. (a) Describe the Types of Tariff in detail.

Or

- (b) Discuss about the adaptations to NH and Hospitals.

18. (a) Explain the scope for application of modern technology.

Or

- (b) Describe the needs for man modern hospitals.

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**C-6402**

**Sub. Code**

**92136**

**M.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Third Semester**

**Health Service Management**

**HEALTH CARE STRATEGIC MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the levels of Strategic Management?
2. List the models of Strategic Management.
3. How to set an Objective?
4. State the purpose of social responsibilities in Health management.
5. Mention the strategies for clinics.
6. What are the characteristics of Environmental analysis?
7. Name the external environment factors.
8. What are the different methods of Internal environment analysis?
9. Define Retrenchment.
10. What is 'Stop-light' model?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the characteristics of strategic management.

Or

- (b) State the importance of strategic management.

12. (a) Explain the importance of objectives.

Or

- (b) Describe the elements of mission.

13. (a) Explain the strategic management of single specialty hospitals.

Or

- (b) Give short note on PORTERS model.

14. (a) Write a note on Hofers analysis.

Or

- (b) Describe BCG model.

15. (a) Explain PIMS model.

Or

- (b) Explain servqual model in health care sector.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the pitfalls of strategic management.

Or

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

17. (a) Illustrate the strategies followed in government hospitals.

Or

(b) Explain in detail on environmental forecasting.

18. (a) Describe factors influencing strategic choice.

Or

(b) Narrate an essay on evaluation of both qualitative and quantitative factors.

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