

**C-7632**

**Sub. Code**

**92111**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 Management.
2. What is Environment?
3. Define Planning.
4. What is Decision Making?
5. What is organizational structure?
6. What is span of control?
7. Define job Performance.
8. What is Stress Management?
9. Define leadership.
10. Define Innovation.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

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

Or

- (b) Explain the internal factors for employees diversity.

12. (a) Explain the steps in planning process.

Or

- (b) Write short notes on :

- (i) Policies
- (ii) Strategies

13. (a) How socio-economic factors of the country affect the health services? Explain.

Or

- (b) Define fixed cost and Variable cost with examples.

14. (a) Examine the trends in private and public expenditures on health.

Or

- (b) Write short notes on Individual and Market demand.

15. (a) Explain the indigenous system of health care.

Or

- (b) Explain the Private finance of clinical services.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in brief about the “Indian health care system”.

Or

- (b) Discuss about the constitution and health services of state and central levels of health care programs.

17. (a) Explain the National Urban Health mission.

Or

- (b) Explain the various methods in Evaluation of Health systems.

18. (a) Describe the components of national health policy.

Or

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

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**C-7633**

**Sub. Code**

**92112**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 an accounting cycle?
2. Define cost accounting
3. List out the basic accounting concepts
4. What is a journal?
5. What are the merits of ratio analysis?
6. Define liquidity ratio
7. What are the characteristics of a ledger account?
8. What do you mean by cost sheet?
9. What is material price variance?
10. What is marginal costing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Journalize the following transactions with narration

Date 2010	Particulars	in Rs.
June 1	Receive cash from Ramu	2,500
June 4	Purchase goods for cash	1,000
June 5	Sold goods to Hari	4,000
June 8	Bought furniture from Raju	500
June 10	Paid for office stationery	150

Or

- (b) Discuss briefly about the concepts in accounting.
12. (a) Discuss in detail with the help of an example how to prepare trial balance.

Or

- (b) Explain the classification of cost in detail.
13. (a) Distinguish between 'costing' and 'cost accounting'.

Or

- (b) Explain the broad elements of cost in detail.
14. (a) A company has a closing stock of Rs.30,000 while its prepaid expenses are Rs.5,000. What will be its quick assets ratio if the current assets are worth Rs.50,000 while current liabilities are worth Rs.15,000?

Or

(b) What is meant by Ratio Analysis? Discuss its objects and Limitations.

15. (a) Explain the limitations of marginal costing.

Or

(b) To manufacture one unit of product, the requirement is 2 Kgs of material @ Rs.2 per Kg. Actual output is 400 units Actual quantity of materials used is 850 kgs @ Rs.1.80 find out the material cost variance.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) The following trial balance is extracted from the books of Mr. Pillai on 31.03.2002.

Particulars	Debit (Rs)	Credit (Rs)
Furniture and Fittings	640	—
Motor Vehicles	6,250	—
Buildings	7,500	—
Capital	—	12,500
Bad debts	125	—
Provision for doubtful debts	—	200
Sundry debtors and Creditors	3,800	2,500
Stock as on 1.4.2002	3,460	
Purchases and Sales	5,415	15,540
Bank Overdraft	—	2,850

Particulars	Debit (Rs)	Credit (Rs)
Sales and Purchase returns,	200	125
Advertising	450	–
Interest on Bank overdraft	118	–
Commission	–	375
Cash	650	–
Taxes and Insurance premium	782	
General expenses	1,400	–
Salaries	<u>3,300</u>	<u>–</u>
Total	<u>34,090</u>	<u>34,090</u>

Adjustments:

Stock on hand on 31.3.2002 Rs.3,250

Depreciate Buildings: @5% pa, Furniture @ 10% pa,  
Motor Vehicles @ 20% pa

Rs85 is due for interest on bank overdraft

Salaries Rs.300 and taxes Rs.200 are outstanding

Insurance premium amounting to Rs.100 is prepaid

One third of the commission received is in respect of work  
to be done next year

Write off a further sum of Rs.100 as bad debts from  
debtors and create

Provision for doubtful debts @ 5% on debtors

Prepare a Profit and Loss account of the company.

Or

(b) Explain the generally accepted account principles.

17. (a) Prepare a cost sheet in the book of M. B. Rehman from the following particulars

			Rs.
Opening Stock	Raw Material	=	5,000
	Finished goods	=	4,000
Closing Stock	Raw material	=	4,000
	Finished goods	=	5,000
	Raw material purchased	=	50,000
	Wages paid to labourers	=	20,000
	Chargeable expenses	=	2,000
	Rent and Taxes	=	7,400
	Power	=	3,000
	Experimental expenses	=	600
	Sale of wastage of material	=	200
	Office management salary	=	4,000
	Office printing and stationery	=	200
	Salaries to salesman	=	2,000
	Commission to traveling agents	=	1,000
	Sales	=	1,00,000

Or

- (b) Explain the importance of the fund flow statement.



18. (a) From the following balance sheets of X Ltd. On 31<sup>st</sup> December 2011 and 2012, you are required to prepare.

(i) A schedule of changes in working capital.

(ii) A Funds flow Statement

Liabilities	2011 in Rs.	2012 in Rs.	Assets	2011 in Rs.	2012 in Rs.
Share capital	1,10,000	1,10,000	Goodwill	22,000	22,000
General Reserve	14,000	18,000	Building	40,000	36,000
Profit and Loss A/c	16,000	13,000	Plant	37,000	36,000
Sundry Creditors	8,000	5,400	Investment	10,000	11,000
Bills payable	1,200	800	Stocks	30,000	23,400
Provision for Taxation	16,000	18,000	Bills		
Provision for Doubtful	400	600	Receivable	2,000	3,200
Debts			Debtors	18,000	19,000
			Cash at Bank	6,600	15,200
	<u>1,65,600</u>	<u>1,65,800</u>		<u>1,65,600</u>	<u>1,65,800</u>

The following additional information has also been given:

- (1) Depreciation charged on Plant was Rs.4,000 and on Building Rs.4,000
- (2) Provision for taxation of Rs.19,000 was made during the year 2012
- (3) Interim Dividend of Rs.18,000 was paid during the year 2012

Or

- (b) An automobile manufacturing company finds that the cost of making Part in its own workshop is Rs.6. The same part is available in the market at Rs.5.60 with an assurance of continuous supply. The cost data to make the part are:

	Rs.
Material	2.00
Direct labour	2.50
Other variable cost	0.50
Fixed cost allocated	1.00
	6.00

Should the part be made or brought? Will your answer be different if the market price is Rs.4.60? Show your calculations clearly

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**C-7634**

**Sub. Code**

**92113**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 clinical service?
2. Brief the need of National Health Policy.
3. What is meant by health economics?
4. Enumerate the need of privatizing healthcare.
5. Differentiate between product and service.
6. Define Perfect competition.
7. What is health administration?
8. What is the objective of urban health mission?
9. Define health for all policy.
10. What is the Government role in healthcare?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Enumerate the scope of Health economics.

Or

- (b) Explain about the determinants of Health.

12. (a) Explain elasticity of demand with examples.

Or

- (b) Give a detailed note on determinants of Health.

13. (a) Explain the conditions of monopolistic competition.

Or

- (b) Differentiate between Oligopoly and monopoly with examples.

14. (a) Explain the significance of national health care programmes.

Or

- (b) Explain cultural rationale for the existing organisational structure.

15. (a) Explain the evaluation of national health policies.

Or

- (b) Give a detailed note on the significance of national urban health mission.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various fundamental concepts involved in Health economics.

Or

- (b) Give a detailed note on the determinants of demand for supply of health services

17. (a) Explain price determination under different market condition.

Or

- (b) Write in detail about the indigenous system of health care and their relevance in development projects.

18. (a) Explain Health policy and administration and its importance.

Or

- (b) State the significance of National urban health mission.

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**C-7635**

**Sub. Code**

**92114**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is HRM?
2. Define planning.
3. What is recruitment?
4. Define counseling.
5. Define human resource inventory
6. Define promotion
7. What is career planning?
8. Define morale.
9. Define wage
10. What is pay structure?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss applications of Human resource Management.

Or

- (b) Explain the importance of HRM in organizational development.

12. (a) Write short notes on personnel policies.

Or

- (b) Discuss about the Human resource information system.

13. (a) Explain the sources of Recruitment.

Or

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

14. (a) Explain the methods of Training.

Or

- (b) Explain the Measurement of Morale.

15. (a) Explain the objectives of Compensation Management.

Or

- (b) Explain the Statutory and non-statutory welfare measures.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe in brief the nature and scope for HR Function in an Organisation. What are the indicators of its working in Organisations?

Or

- (b) Explain the Qualities and Qualifications necessary for a HR manager.

17. (a) Differentiate the terms personnel from Human resources.

Or

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

18. (a) Evaluate the significance of Performance appraisal in an educational Institution. How would you make it more effective?

Or

- (b) Explain different methods of training in the employees. Suggest a suitable training method for salesman of Heavy Machine Manufacturing Organisation.
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**C-7636**

**Sub. Code**

**92115**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is information system?
2. Explain the “Knowledge Management System”.
3. Define “Decision-making”.
4. What is “Data Warehousing”?
5. State the any two Application of MIS?
6. What is Hospital Records?
7. State the any two Objectives of Database.
8. What is “Reporting in Database management system”?
9. What is Data mining?
10. What is Cloud Computing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the Objectives of information system?  
Or  
(b) Explain the benefits of Information system.
12. (a) What are the “Objectives of Decision-Making”?  
Or  
(b) Explain the “Decision - making monitoring Performance”.
13. (a) Analyze the “Applications of MIS uses in different areas”.  
Or  
(b) What are the “uses of Application of MIS”?
14. (a) What are the needs of ERP?  
Or  
(b) Explain the “Features of ERP”.
15. (a) What are “Objectives of SPSS Tools”?  
Or  
(b) Explain the “Uses of Application Software tools Like in Excel.”

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the “functions of Knowledge management system”.  
Or  
(b) Explain the Objectives of “Functional Information System”.

17. (a) What are the functions of Database Management System?

Or

(b) State the “functions of Data warehousing”.

18. (a) Explain the “Role of information management in ERP”.

Or

(b) What are the “functions of ERP”?

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**C-7637**

**Sub. Code**

**92116**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 risk.
2. What do you mean by return?
3. What is capital budgeting?
4. What do you mean by IRR?
5. Define capital structure.
6. Write a note on dividend.
7. Define working capital.
8. Write a note on trade credit.
9. Define derivatives.
10. What is meant by shares?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is financial management? Explain the significance of financial management.

Or

- (b) Explain about time value of money.

12. (a) Calculate the pay-back period which requires a cash outlay of Rs.50,000 but the same generates a cash inflow of Rs.20,000; Rs.10,000; Rs.8,000.

Or

- (b) Discuss the importance of capital budgeting.

13. (a) Explain the term point of indifference. Give me the formula.

Or

- (b) From the following particulars calculate:

- (i) Earnings per share  
(ii) The price earnings ratio

Rs.

Equity capital (Rs.10 shares)	7,00,000
10%, 20,000 preference shares of	2,00,000
Profit after tax of 35%	3,20,000
Market price of equity shares	60

14. (a) What are the risk of holding inventories?

Or

- (b) From the following information, calculate average collection period.

	Rs.
Total sales	50,000
Cash sales	10,000
Sales Returns	3,500
Debtors at the end of the year	5,500
Bill Receivables	2,000
Bad debts provisions	1,000

15. (a) Distinguish between shares and debentures.

Or

- (b) Explain the venture capital.

**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) A project is acceptable unless the yield is 10%. Cash inflows of the project along with cash outflows are given below:

Year	Outflows	Inflows	PV factor @ 10%
0	1,50,000	–	1.000
1	30,000	20,000	0.909
2	–	30,000	0.826
3	–	60,000	0.751
4	–	80,000	0.683
5	–	30,000	0.621

The salvage value at the end of the 5<sup>th</sup> year is Rs.40, 000. Calculate the net present value.



**C-7638**

**Sub. Code**

**92121**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 diagnostic research design.
2. What is research problem?
3. What is deliberate sampling?
4. What is quota sampling?
5. Define hypothesis testing.
6. What is Alternate hypothesis?
7. Define harmonic mean.
8. What are the types of data?
9. Define research report
10. What is report writing?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain scaling construction techniques.

Or

- (b) What are the steps of formulating research problem.

12. (a) What are the merits of collecting data through questionnaire?

Or

- (b) What are the characteristics of secondary data.

13. (a) What are the characteristics of hypothesis?

Or

- (b) What are the basics principles of experimental design?

14. (a) Explain about the five selection of appropriate methods of data collection.

Or

- (b) Discuss about the interview methods.

15. (a) What are the importance of research report?

Or

- (b) Discuss about partial correlation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate between probability sampling and non probability sampling.

Or

- (b) Explain about research process.

17. (a) Explain in detail about observation methods.

Or

(b) Discuss in detail about types of sampling design.

18. (a) Discuss about report format.

Or

(b) Discuss in detail about measures of central tendency.

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<b>C-2314</b>
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<b>Sub. Code</b>
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<b>92122</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 cycle?
2. List some important element of purchasing.
3. What is equipment audit?
4. What is inventory control?
5. Define material planning.
6. Define store management.
7. What is capacity management?
8. Define price determination.
9. Define value analysis.
10. What do you mean by international purchasing?

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

11. (a) Briefly explain about distribution of materials.

Or

- (b) Narrate the functions of Material manager.

12. (a) Give short notes on Conditions of Contract.

Or

- (b) Describe Economic Order Quantity.

13. (a) Describe concept of packaging.

Or

- (b) Briefly discuss the storage of materials.

14. (a) Briefly explain the steps involved in materials requirement planning.

Or

- (b) Briefly explain the procedure involved in selection of suppliers.

15. (a) Explain the principle of effective material handling.

Or

- (b) Write short notes on centralized and decentralized purchasing.

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

16. (a) Explain in detail about purchase procedures.

Or

(b) Explain waste management in packaging.

17. (a) Describe goals and objectives of materials management.

Or

(b) Explain planning and selection of equipment.

18. (a) Describe codification and standardization of inventory management.

Or

(b) Describe legal and Ethical aspects of purchasing.

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<b>C-2315</b>
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<b>Sub. Code</b>
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<b>92123</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is external marketing?
2. Define pre-launch survey.
3. Define marketing strategy.
4. What are the characteristics of Service Marketing?
5. What is cause related marketing?
6. Define customer behavior.
7. Define marketing environment.
8. Define sales promotion.
9. What is digital marketing?
10. Define buyer behavior.

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

11. (a) Explain strategic marketing planning.

Or

- (b) Briefly explain service encounter.

12. (a) Describe environment analysis.

Or

- (b) Short notes on advertising strategies.

13. (a) Explain the marketing environment factors for the health care services.

Or

- (b) Describe service life cycle.

14. (a) Describe role of IT in marketing.

Or

- (b) Write short notes on marketing research.

15. (a) List out the pricing strategies.

Or

- (b) Write short notes on sales promotion.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the advantages and disadvantages of online business.

Or

- (b) Describe the concepts of marketing.

17. (a) Define pricing. Discuss various methods of Pricing.

Or

- (b) Describe GAPs analysis.

18. (a) Describe various promotional tools used in the promotion of health care.

Or

- (b) Describe some advertising strategies to promote health care services.

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<b>C-2316</b>
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<b>Sub. Code</b>
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<b>92124</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. List out main functions of front office.
2. Define infection control.
3. What is ward statistics?
4. What is payroll?
5. Define MLC.
6. List out the objectives of ward rounds.
7. What do you mean by family counseling.
8. List out the importance of gate pass.
9. Define pest control.
10. List out the functions of time office.

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

11. (a) Describe the responsibilities of ICU care nurse.

Or

- (b) Describe the functions of physiotherapy unit.

12. (a) Comment on Disciplinary measures.

Or

- (b) Explain the documentation of front office.

13. (a) What are the Precautions to be taken against effects of Radiation?

Or

- (b) List out the important equipments and facility in a hospital ambulance.

14. (a) Describe the Discharge procedures.

Or

- (b) Write short notes on staff welfare.

15. (a) Discuss the important points related with layout of hospital.

Or

- (b) Briefly explain the importance of patient feed back process.

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

16. (a) Describe Hospital sanitation and its importance.

Or

- (b) Discuss the advantages of staff training and appraisal.

17. (a) Describe the design and layout of Medical Record section.

Or

- (b) Describe the emergency service of hospital.

18. (a) Explain methods biomedical waste management.

Or

- (b) Explain patient grievance handling.
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<b>C-2317</b>
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<b>Sub. Code</b>
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<b>92125</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. List out four infectious diseases and causative organisms.
2. Define epidemiology.
3. What is blood pressure?
4. Define First Aid.
5. What is illness?
6. AYUSH.
7. Define concept of health.
8. What is steam sterilization?
9. Define Disaster.
10. List out disinfecting agents.

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

11. (a) Describe any two natural disaster.

Or

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

12. (a) Briefly describe communicable diseases.

Or

- (b) Describe the functions of ICU.

13. (a) Describe measurement of vital signs.

Or

- (b) Describe the importance of disinfection in hospital.

14. (a) Draw an Immunization chart.

Or

- (b) List out the endocrine glands and disorders.

15. (a) Describe the functions of trauma care.

Or

- (b) Describe fire safety set up of hospital.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe various communicable diseases.

Or

(b) Describe the structure and functions of respiratory system.

17. (a) Describe determinant of health and well being.

Or

(b) Describe various services of hospital.

18. (a) Describe natural calamity.

Or

(b) Describe the Colour coding system in Hospital waste management.  
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<b>C-2318</b>
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<b>Sub. Code</b>
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<b>92126</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 service quality.
2. What is Medical audit?
3. Define Quality assurance.
4. Define benchmarking.
5. What do mean by time study?
6. Define Performance measurement.
7. Define concurrent review.
8. Define cost of quality.
9. What is JCI standards?
10. Define Quality circle.

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

11. (a) Describe ISO audit in hospitals.

Or

- (b) Briefly describe TPM.

12. (a) Explain the productivity concepts.

Or

- (b) Describe JCI standards

13. (a) Write short notes on Professional review

Or

- (b) List out the steps to overcome the resistance to change in hospitals.

14. (a) Describe role of synergy in team work in health care.

Or

- (b) Describe the application of Six sigma in hospital.

15. (a) Briefly describe the QAC in health care setup.

Or

- (b) Describe customer satisfaction.



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

16. (a) Explain NABH standards.

Or

(b) Explain ISO 9000 standards.

17. (a) Discuss about competitive bench marking system.

Or

(b) Describe various theories of quality assurance.

18. (a) Explain basic approach to SQC.

Or

(b) Explain in Principles of motion economy.

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**C-7639**

**Sub. Code**

**92131**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define operations research.
2. Enumerate the applications of OR in health service.
3. Write the mathematical formulation of a generalized LPP model.
4. Discuss the importance of assignment model.
5. How network techniques is applied in health service?
6. What is crashing in operations research?
7. What are the elements of queuing system?
8. Explain the criteria for decision making under uncertainty.
9. What are the applications of simulation?
10. List out the advantages of simulation.

**Part B**

(5 × 5 = 25)

Answer all questions

11. (a) Using the Graphical method solve the following:

$$\text{Maximize } Z = 5X_1 + 4X_2$$

$$\text{Subject to } 6X_1 + 4X_2 \leq 24$$

$$X_1 - 2x_2 \leq 6$$

$$-X_1 - X_2 \leq 1$$

$$X_2 \leq 2 \text{ and } X_1, X_2 \geq 0$$

Or

- (b) Explain the various phases of operations research study.
12. (a) Obtain an initial basic feasible solution to the following transportation problem using VAM.

	D1	D2	D3	D4	
S1	2	3	11	7	6
S2	1	5	6	1	4
S3	5	8	15	9	10
	8	6	3	3	

Or

- (b) What do you understand by unbalanced transportation problem? How would you convert it into balanced transportation problem? Explain.

13. (a) We have seven jobs of each of which has to go through the machines M1 and M2 in the order M1, M2. Processing time (in hours) are given as

Job:	1	2	3	4	5	6	7
Machine M1:	3	12	15	6	10	11	9
Machine M2:	8	10	10	6	12	1	3

Determine a sequence of these jobs that will minimize the total elapsed time.

Or

- (b) What is PERT? Distinguish the three different time estimates defined under PERT?
14. (a) In a telephone booth, the arrivals follow Poisson distribution with an average of 9 minutes between two consecutive arrivals. The duration of a telephone call is exponential with an average of 3 minutes.
- (i) Find the probability that a person arriving at the booth has to wait.
- (ii) Find the average queue length.

Or

- (b) Define queuing theory and also discuss its assumptions and limitations.

15. (a) The Lajwaab Bakery Shop keeps stock of a popular brand of cake. Previous experience indicates the daily demand as given below:

Daily demand	Probability
0	0.01
15	0.15
25	0.20
35	0.50
45	0.12
50	0.02

Consider the following sequence of random numbers: 21, 27, 47, 54, 60, 39, 43, 91, 25, 20

Using this sequence. simulate the demand for the next 10 days. Find out the stock situation, if the owner of the bakery shop decides to make 30 cakes every day. Also estimate the daily average demand for the cakes on the basis of simulated data.

Or

- (b) Customers arrive at a service facility to get the required service. The interarrival and service times are constant and are 1.8 minutes and 4 minutes respectively. Simulate the system for 14 minutes. Determine the average waiting time of a customer and idle time of the service facility.

**Part C**

(3 × 10 = 30)

Answer all questions.

16. (a) Solve the following LPP using graphical method

$$\text{Maximize } Z = 40x_1 + 50x_2$$

$$\text{Constraints are } 3x_1 + x_2 \geq 9$$

$$x_1 + 2x_2 \geq 8$$

$$x_1, x_2 \geq 0$$

Or

- (b) Solve the following linear programming problem by simplex method.

$$\text{Maximize } Z = 16x_1 + 16x_2$$

$$\text{Subject to } 2x_1 + 4x_2 \geq 3$$

$$3x_1 + 2x_2 \geq 4$$

$$x_1 + x_2 \geq 0$$

17. (a) A salesman has to visit five cities A, B, C, D and E. The distances (in 100 km) between any two cities are given in the following table. The salesman starts from A and has to come back to A after visiting all the other cities in a cycle. Which route he has to select in order that the total distance travelled by him is minimum?

	A	B	C	D	E
A	-	4	7	3	4
B	4	-	6	3	4
C	7	6	-	7	5
D	3	3	7	-	7
E	4	4	5	7	-

Or

- (b) There are 3 factories A, B and C. Supply goods to 4 dealers D1, D2, D3 and D4. The production capacities of these factories are 1000, 700 and 900 respectively. The requirement from these dealers are 900, 800, 500 and 400 per month respectively. The per unit returns from excluding transportation cost are Rs. 8/-, 7/-, 9/- at the 3 factories. The following table gives the unit production cost from the factories to dealers. Determine the optimum solution to maximize the total returns.

	D1	D2	D3	D4	
A	2	2	2	4	1000
B	3	5	3	2	700
C	4	3	2	1	900

900 800 500 400

18. (a) A project has following time schedule :

Activity	Time in months	Activity	Time in Months
1-2	2	3-7	5
1-3	2	4-6	3
1-4	1	5-8	1
2-5	4	6-9	5
3-6	8	7-8	4
		8-9	3

- (i) Construct the network.
- (ii) Find the total float for each activity.
- (iii) Find the critical path and the project duration.

Or

- (b) A project scheduling has the following characteristics.

Activity:	1-2	1-3	2-4	3-4	3-5	4-9	5-6
Days:	4	1	1	1	6	5	4
Activity:	5-7	6-8	7-8	8-10	9-10		
Days:	8	1	2	5	7		

Summarize the CPM calculations in a tabular form and determine the critical path.

**C-7640**

**Sub. Code**

**92132**

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

**Third Semester**

**Health Service Management**

**COUNSELLING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write down the needs of counselling.
2. What is multicultural counselling?
3. What is transactional analysis used for?
4. What do you mean history taking?
5. Brief note on HIV counselling.
6. Write the qualities of good counsellor.
7. What is training groups?
8. Define alcoholism.
9. How to manage conflict?
10. What is meant by follow-up service?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the theoretical approaches in counselling?  
Explain.

Or

- (b) Describe the stages of helping model in counselling.

12. (a) Explain the types of communication and their barriers.

Or

- (b) Discuss about transactional analysis and its need.

13. (a) Explain the process involved in training a counsellor.

Or

- (b) Discuss the difficulties of a counsellor, during a counselling session.

14. (a) Write the advantages and disadvantages of group therapy.

Or

- (b) Discuss the meaning and importance of drug addiction counselling.

15. (a) Mention the procedure you would adopt for conducting a counselling for the terminally ill.

Or

- (b) Elaborate on the ethics in counselling.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the things that a person should consider to be a good counsellor?

Or

- (b) “Counselling is a face to face relationship in which growth takes place” Discuss the objectives and importance of counseling in the light of the given statement.

17. (a) Elaborate the steps necessary to strengthen the relationship between counsellor and client.

Or

- (b) Discuss the functions and qualities of counsellor in a pre-marital counselling.

18. (a) What are existential and transactional analysis? Discuss its importance in problem solving situation.

Or

- (b) Discuss the challenges and prospects of counselling in health services in India.

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**C-7641**

**Sub. Code**

**92133**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write note on PF Act.
2. What is the objective of maternity benefit Act?
3. Define INC.
4. Define "Birth Registration Act".
5. What do you mean by magic remedy?
6. Explain the aim of Consumer Protection Act.
7. Mention the elements of torts.
8. What are the different levels of Autopsy?
9. Explain the duties of patients.
10. What do you mean by TPA?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write note on Payment of Wages Act.

Or

- (b) Explain the scope and benefits of ESI act.

12. (a) Describe “Pharmacy Act”.

Or

- (b) Discuss Drugs and Cosmetics Act.

13. (a) What are the general principles of criminal responsibility?

Or

- (b) Detail the Consumer Protection Act.

14. (a) Mention the importance of dying declaration.

Or

- (b) Explain the role of ethics committee in hospital.

15. (a) Describe the provision relating to patients’ bill of rights.

Or

- (b) What is IRDA? Explain the major functions.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the procedure for the determination of minimum wages.

Or

- (b) Describe the Dangerous Drugs Act.

17. (a) Elucidate the laws relating to Artificial Reproduction Techniques.

Or

(b) Narrate briefly the circumstances under which the doctors are liable for civil and criminal offences.

18. (a) Discuss the process of establishing hospital and nursing homes in detail.

Or

(b) Explain Infant Milk Substitutes Act.

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**C-7642**

**Sub. Code**

**92134**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is Draping?
2. Define: suture
3. Define: Stores
4. What is MBO?
5. How Feedback is helpful?
6. What do you mean by PEST control?
7. What is Blood collection?
8. Who can be Blood donors?
9. Define: Nursing?
10. Write about Ward rounds.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the classifications of suture materials?

Or

- (b) Explain the economic uses of supplies and types of equipment.

12. (a) Explain about 'Decontamination', and its procedures.

Or

- (b) Write the importance of stores.

13. (a) Explain the steps involved in stock verification.

Or

- (b) Explain the five moments in Hand hygiene.

14. (a) Explain the procedure of selecting the donor.

Or

- (b) What are the responsibilities of Blood bank?

15. (a) What are the importance of theatre nursing?

Or

- (b) Explain the role of IT in hospitals.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the recommendations in relation to the handling and caring of surgical equipments.

Or

- (b) Explain the general principles of housekeeping in wards.

17. (a) Explain the technique of JIT in hospitals, and where it is used.

Or

- (b) Explain the factors influencing the location of stores.

18. (a) Elaborate on the structure and organisation of the infection control committee.

Or

- (b) Explain the roles and responsibilities of special nurses.

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**C-7643**

**Sub. Code**

**92135**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 you mean by Prospective?
2. What are modern Trends?
3. Write short note on Post – Launch.
4. Define Marketing strategy.
5. Define tertiary care.
6. Write short note on Medical disciplines.
7. What is layout?
8. Write short note on manpower resources.
9. Define laws.
10. Write short note on MIS.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the Types of Hospital.

Or

(b) Describe the scope for corporate hospital in detail.

12. (a) Briefly explain the demand and supply.

Or

(b) Enumerate the medical insurance schemes in detail.

13. (a) Briefly explain the Tertiary care referral centre in detail.

Or

(b) Describe the Level of service in detail.

14. (a) Enumerate the land and building in detail.

Or

(b) Describe the flow of personnel and materials in detail.

15. (a) Briefly explain the hospital Administration in detail.

Or

(b) Explain the following:

(i) Modification

(ii) Addition

(iii) Expansion

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the Government and corporate Hospital in detail.

Or

- (b) Explain the Types of Determination.

17. (a) Discuss about the extent and nature of specialties in detail.

Or

- (b) Explain the Operational and functional Planning in detail.

18. (a) Explain the Infrastructural Technical input to models hospitals in detail.

Or

- (b) Describe the Input to civil engineering and Execution of hospitals construction in detail.

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**C-7644**

**Sub. Code**

**92136**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 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 is pitfall?
2. What is strategic management?
3. What do you mean by mission statement?
4. What is corporate planning?
5. Define mixed strategies.
6. What is clinic?
7. Define health care.
8. What is environmental analysis?
9. What do you understand by stop-light model?
10. What is PIMS model?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain the key elements of strategic management process.

Or

- (b) List out the top ten pitfall in strategic management.

12. (a) Describe the process of strategic change.

Or

- (b) Briefly explain the types of strategies.

13. (a) What are the types of health care institution?

Or

- (b) Describe the needs of strategic management in small clinics.

14. (a) Briefly explain the advantages of environmental analysis.

Or

- (b) Describe the internal environmental analysis in strategic management.

15. (a) Explain the strategic formation in detail.

Or

- (b) Explain the qualitative factors of strategic management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is strategic management? Explain the features and objectives of strategic management in detail.

Or

- (b) Describe the social aspects of strategic management.
17. (a) Explain the importance of strategic management in multi specialty hospital.

Or

- (b) Discuss the PORTERS model in detail.
18. (a) Describe the options of strategic formation in detail.

Or

- (b) Explain the evaluation of both qualitative and quantitative factors in strategic management.
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