M.B.A. DEGREE EXAMINATION, APRIL 2023.

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. What is meant by health management?

2. What is the social responsibility of business management?

3. Definition of MBO.

4. What is the Authority and responsibility of the management process?

5. What are the human factors in organizational behavior?

6. What is mean by stress management?

7. List out the types of organizational behavior?

8. What are the process and behavior of health management?

9. What is entrepreneurial management?

10. Define is diversity?

Answer **all** questions.

11. (a) Define the social responsibility of business management.

Or

(b) Explain managerial skills.

12. (a) Enumerate the scope and limitation of planning.

Or

(b) Discuss process planning.

13. (a) Describe the steps in the planning process.

Or

(b) Explain the corporate structure of the health management process.

14. (a) Explain the types of barriers.

Or

(b) Difference between personality and individual.

15. (a) Explain the power and performance of organizational behavior.

Or

(b) Define organizational and change management and its components.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the nature of management, level of management, and managerial skills.

Or

(b) Discuss the role of healthcare management and explain the strategies of healthcare management.

17. (a) Illustrate the techniques and processes of planning in healthcare management.

Or

(b) Explain functions of organizational structure and authority and responsibility relationship management.

18. (a) Illustrate leadership quality of organizational behavior and performance of standards measurement.

Or

(b) Describe the Management changes and diversity of health care management.

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3 **C–8659**

C–8660		Sub. Code
		92112

M.B.A. DEGREE EXAMINATION, APRIL 2023.

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 are the benefits of financial accounting?

2.   Define management accounting.

3.   What is trial balance?

4.   What is a cash book?

5.   What is inflation accounting?

6.   Define Debt-Equity ratio.

7.   What do you mean by cost centre?

8.   What are the elements of cost?

9.   What is material cost variance?

10.   What is marginal costing?

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

Answer **all** questions.

11. (a) Explain the nature and scope of financial accounting.

Or

(b) Discuss briefly about the principles of accounting.

12. (a) Explain the steps involved in preparation of final accounts.

Or

(b) Describe briefly about the advantages and limitations of the balance sheet.

13. (a) Explain the different types of ratio analysis in detail.

Or

(b) Explain the cost accounting and its objective.

14. (a) The long-term debt of company ABC is Rs.3 crores and the net worth of the company is Rs.5 crores. If the company has a short-term debt of Rs. 1 crore. What is the total debt equity ratio of ABC?

Or

(b) Explain the difference between cash flow statement and fund flow statement.

15. (a) Explain the application of accounting for human resources.

Or

(b) The standard cost of material for manufacturing a unit of a particular product is estimated as 16kg of raw materials a @ Rs.1 per kg On completion of the unit it was found that 20kg of raw material costing Rs. 1.50 per kg has been consumed, Compute Material Variances.

2

C–8660

Answer **all** questions.

16. (a) From the following Trial Balance of Evergreen and Company Limited, prepare Trading, Profit and Loss Account and Balance Sheet.

Trial Balance as on 31.12.1995

	Rs.	Rs.
Cash in Hand	2,400	
Purchases	2,40,000	
Stock as on 1-1-95	70,000	
Debtors	1,00,000	
Plant & Machinery	1,20,000	
Furniture	30,000	
Bills Receivable	40,000	
Rent & Taxes	20,000	
Wages	32,000	
Salaries	37,600	
Capital		2,00,000
Bills Payable		44,000
Creditors		48,000
Sales		4,00,000
	6,92,000	6,92,000

Adjustments:

		Rs.
(i)	Closing inventory as on 31-12-1995	50,000
(ii)	Outstanding wages	5,000
(iii)	Depreciation on Plant & Machinery at 10% Furniture at 5%	

Or

(b) Explain in detail about the accounting concepts and conventions.

17. (a) Prepare cost sheet from the following particular in the book of Rajesh

		Rs.
Raw material purchased	=	1,20,000
Paid freight charges	=	10,000
Wages paid to labourers	=	35,000
Directly chargeable expenses	=	25,000
Factory on cost	=	20% of prime cost
General and administrative expenses	=	4% of factor cost
Selling and distribution expenses	=	5% of production cost

Profit 20% on sales

	Opening stock in Rs.	Closing stock in Rs.
Raw material	15,000	20,000
Work in progress	17,500	24,000
Finished goods	20,000	27,500

Or

(b) Explain the procedure for preparing a fund flow statement.

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18. (a) Two businesses S.V.P. Ltd., and T.R.R. Ltd., sell the same type of product in the same type of market. Their budgeted Profit and Loss Accounts for the coming year are as follows:

	S.V.P. Ltd.	T.R.R. Ltd.
	in Rs.	in Rs.
Sales	1,50,000	1,50,000
Less: Variable cost	1,20,000	1,00,000
Fixed cost	15,000	35,000
Budgeted Net Profit	15,000	15,000

Calculate break-even point of each business Calculate the sales volume at which each business will earn Rs.5000/- profit.

State which business is likely to earn greater profit in conditions of:

Heavy demand for the product

Low demand for the product

Briefly give your reasons.

Or

(b) The following are the summarized Balance sheets of ABC Ltd., as on 31st December, 2011 and 2012:

Liabilities	2011	2012	Assets	2011	2012
	Rs.	Rs.		Rs.	Rs.
Share Capital	2,00,000	2,50,000	Land & Buildings	2,00,000	1,90,000
General Reserve	50,000	60,000	Plant	1,50,000	1,74,000
Profit & Loss Account	30,500	30,600	Stock	1,00,000	74,000
Bank Loan (short term)	70,000	–	Debtors	80,000	64,000
Creditors	1,50,000	1,35,000	Cash	500	600
Provision for Taxation	30,000	35,000	Bank	–	8,000
	5,30,500	5,10,600		5,30,500	5,10,600

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Additional Information:

(i) Depreciation was written off the plant Rs. 14,000 in 2012.

(ii) Dividend of Rs. 20,000 was paid during 2012.

(iii) Income tax provision made during the year was Rs. 25,000.

(iv) A piece of land has been sold during the year at cost.

You are required to prepare a statement showing sources and application of funds for the year 2012 and a schedule of changes in working capital.

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C–8661		Sub. Code
		92113

M.B.A. DEGREE EXAMINATION, APRIL 2023.

First Semester

Health Service Management

HEALTH ECONOMIC AND POLICY

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1.   Define economics.

2.   What is meant by managerial theory?

3.   Name the sources of public finance for clinical services.

4.   State the Law of demand.

5.   Define the term price.

6.   What is oligopoly market?

7.   Write a short note on health policy.

8.   List down the steps in evaluating health systems.

9.   Identify the main components of national health policy.

10. What are the key result areas of health expenditure?

Answer **all** questions.

11. (a) Describe the nature of economics.

Or

(b) Explain the various markets in economic perspective.

12. (a) What are the determinants of demand for supply of health services?

Or

(b) Discuss about the categorisation of consumption.

13. (a) What are the conditions for a perfect competition market? Give example.

Or

(b) Explain the concept of price determination.

14. (a) What are the ways for diagnosing health systems?

Or

(b) Discuss about health policy and its administration.

15. (a) Describe about National rural health mission.

Or

(b) State the importance of indigenous system of healthcare.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about concept of elasticity with suitable illustrations.

Or

(b) Distinguish between economic theory and managerial theory.

17. (a) Explain the role of constitution in health services at Central and state levels.

Or

(b) Describe about national healthcare programs.

18. (a) Write an essay on international health scenario.

Or

(b) Explain why government intervention and control is needed in healthcare.

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C–8662

M.B.A. DEGREE EXAMINATION, APRIL 2023.

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.   Define ethics

2.   Define HRM.

3.   What is a personnel policy?

4.   Define human resource Audit.

5.   What is job requirement?

6.   What is transfer?

7.   Define performance appraisal.

8.   Define morale

9.   What is Reward?

10. Define job evaluation.

Answer **all** questions.

11. (a) Discuss the development of HRM in India

Or

(b) Explain the role of Human Resource Management.

12. (a) What are the modern sources of Recruitment?

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) What are the benefits of and problems of career planning? What do you suggest to minimize career problems?

Or

(b) Explain the factors those affect Morale.

15. (a) What are the requirements of an ideal system of wage payments

Or

(b) Assess the success of collective bargaining in India.

Part C   (3 × 10 = 30)

Answer **all** questions.

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

    Or

    (b) Describe some of the problems that have often been characteristics of human Resources departments in the past.

17. (a) What are the methods of staff selection? Critically examine their applicability and utility in our country.

    Or

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

18. (a) Explain the social security measures in India.

    Or

    (b) Grievance are the workers problems with Management and Indiscipline is the management's problems with workers." Discuss.

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C–8663	Sub. Code
	92115

M.B.A. DEGREE EXAMINATION, APRIL 2023

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 Concepts of health Management information system?

2. What is the major role is HMIS?

3. State the developing tools in Information

4. What is 'information'?

5. State the any two Uses of Hospital Services

6. What is Hospital Service?

7. What is MIS?

8. State the any two Limitations of MIS?

9. Explain —" ERP"?

10. What is "e-Business'?

Answer **all** questions.

11. (a) What are the Characteristics of Health Management Information System?

Or

(b) What are the Components of Health Management Information System?

12. (a) Explain "The Uses of Information".

Or

(b) State the distinguish between "Data and Information".

13. (a) What are the benefits of Hospital Service?

Or

(b) Explain the Limitations of Hospital Services.

14. (a) What are the Objectives of MIS?

Or

(b) Explain the Uses of MIS.

15. (a) Analyze the "Uses of Governance".

Or

(b) What are the Benefits to Government for use of governance?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the "Functions of Health management information System".

    Or

    (b) State the "Applications in the Hospital settings for HMIS".

17. (a) Explain the "benefits and demerits of decision-making".

    Or

    (b) What are the uses of information of decision - making?

18. (a) Explain the "Resources Utilization of Hospital Services".

    Or

    (b) What are the "Functions of Hospital Services"?

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C–8664		Sub. Code
		92116

M.B.A. DEGREE EXAMINATION, APRIL 2023.

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 is net present value?

3. What is a dividend?

4. What is Cash flow?

5. Write a note on operating leverage.

6. What is a forward contract?

7. Write a short note on trade credit.

8. Define capital structure.

9. Write the features of shares.

10. Define lease.

Answer **all** questions.

11. (a) Explain the measures of financial leverage.

Or

(b) Explain the concept of time value for money.

12. (a) A company requires an initial investment of Rs 40,000.the estimated net cash flows are as follows:

Year	1	2	3	4	5	6
Net cash flow	7000	7000	7000	7000	7000	8000

Year	7	8	9	10
Net cash flow	10,000	15,000	10,000	4000

(figures in Rs.)

Using 10% as the cost of capital (rate of discount), determine the following

(i) Pay back period

(ii) Net present value and

(iii) Internal rate of return

Or

(b) Explain the Principles of capital budgeting.

13. (a) A company has the following capital structure:

10,000 Equity shares of Rs. 10 each Rs, 1,00,000

2,000 10% Preference shares of Rs. 100 each: Rs. 2,00,000

2,000 10% Debentures of Rs. 100 each: Rs. 2,00,000

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Calculate the EPS for each of the levels of EBIT as:

(i) Rs. 1,00,000 and

(ii) Rs. 1,40,000. Also calculate the financial leverage taking EBIT level under base

(iii) Tax rate is 50%.

Or

(b) A Company issues 1,000 7% preference shares of Rs. 100 each at a premium of 10% redeemable after 5 years at par Compute the cost of preference Capital.

14. (a) Write a short note on Venture capital financing.

Or

(b) What are the advantages of cash planning?

15. (a) Explain the various forms of dividends.

Or

(b) State the objectives of companies dividend policies.

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

Answer **all** questions.

16. (a) Explain the various forms of dividend.

Or

(b) What are term loans? What are their features?

17. (a) Elaborate the role of finance function in the contemporary scenario.

Or

(b) Explain about the comparison of DCP techniques.

3   **C–8664**

18. (a) Define capital structure? What are the features of an appropriate capital structure?

Or

(b) What is factoring? What functions does it perform?

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M.B.A. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Health Service Management

RESEARCH METHODOLOGY AND STATISTICS

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1.　What is research?

2.　What is research problem?

3.　What is Simple random Sampling method?

4.　What is sampling?

5.　What is research design?

6.　What is Hypothesis?

7.　What are the types of Data?

8.　What is Data analysis?

9.　What are sample survey techniques?

10.　What is research report?

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

Answer **all** questions.

11. (a) Briefly explain about classification of scales.

Or

(b) Discuss about the scaling construction techniques.

12. (a) Explain about Characteristics of good sample design.

Or

(b) Discuss in detail about merits of collecting data through questionnaires.

13. (a) Briefly discuss about the features of good research design.

Or

(b) Discuss about the characteristics of hypothesis.

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

Or

(b) Discuss about the five selections of appropriate methods of data collection.

15. (a) Briefly discuss about the simple regression analysis.

Or

(b) Discuss about importance of research report.

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

Answer **all** questions.

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

Or

(b) Differentiate probability sampling and non probability sampling

2   **C–8665**

17. (a) Discuss in detail about criteria for selecting sampling procedures.

Or

(b) Discuss in detail about important concept relating to research design.

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

Or

(b) Discuss in detail about report format.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

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 material cycle?

2. State the goals of material management.

3. What is arbitration?

4. What is maintenance?

5. What is purchasing?

6. What is storage?

7. Give a note on selective controls.

8. What is EOQ?

9. What is a lead time?

10. Write a short note on value analysis.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the objectives of material management.

Or

(b) Explain the functions of material management.

12. (a) Discuss about the element of purchasing.

Or

(b) Write a short note on equipment audit.

13. (a) Explain the distribution of materials with illustration.

Or

(b) Explain

(i) Purchasing cycle

(ii) Re order level

14. (a) Write a short note advantage of inventory.

Or

(b) Define inventory control and discuss its element.

15. (a) Discuss the concept of packaging.

Or

(b) Describe the factor that should be used while selecting the supplier.

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

Answer **all** questions.

16. (a) Explain the problem and the material management issues faced in a hospital.

Or

(b) Write the functions of purchasing department in selecting the equipment.

17. (a) Elaborate the financial rules followed for purchasing.

Or

(b) Briefly explain about materials inspection and verification.

18. (a) Explain the primary function of inventory management.

Or

(b) Elucidate the methods to manage the waste materials.

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C–8667	Sub. Code 92123

M.B.A. DEGREE EXAMINATION, APRIL 2023.

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 industrial buying?

3.   What is meant by customer perception?

4.   What is service encounter?

5.   What is Service Segmentation?

6.   What is Services life cycle?

7.   What is pricing strategies?

8.   What is Sales Promotion?

9.   What is online Business?

10.   What is Marketing Research?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the Characteristics of Service Marketing.

Or

(b) Discuss about holistic marketing.

12. (a) Explain the Characteristics of seven P's of service Marketing.

Or

(b) Discuss about the Service Encounter.

13. (a) What are the usual steps of individual by their process characteristics of services Marketing.

Or

(b) Explain the benefits of market segmentation.

14. (a) Differentiate Pricing strategy with Pricing model.

Or

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

15. (a) Explain the importance of marketing research.

Or

(b) Discuss your views on the ideology of online business with zero investment.

Part C (3 × 10 = 30)

Answer all questions.

16. (a) Explain briefly about the different stages of service life cycle.

Or

(b) Define Distribution channels and its characteristics.

2 C–8667

17. (a) Explain the pricing strategies involved in establishing the market.

Or

(b) Explain in detail Gaps model.

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

Or

(b) Explain the importance of effective utilization of materials in manufacturing industry and also for service industry.

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3 **C–8667**

M.B.A. DEGREE EXAMINATION, APRIL 2023

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. What are the various documents used in front office?

2. Define the term break-up in billing.

3. State the causes for poor hospital sanitation.

4. List down the common types of pests found in hospital environment.

5. What is the advantage of maintaining medical records?

6. Define the term grievance.

7. What is EMR?

8. Point out the various room services provided in the hospitals.

9. What is meant by MLC cases?

10. State the purpose of referrals.

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

Answer **all** questions.

11. (a) Explain the protocols in billing.

Or

(b) Describe the patient services provided by the front office.

12. (a) What are the special arrangements provided by housekeeping department?

Or

(b) How the sanitation in hospitals can be improved?

13. (a) Discuss the training provided for hospital personnel.

Or

(b) Explain the storage methods of medical records.

14. (a) Describe the communication skills needed for effective guest handling.

Or

(b) Write a brief note the feedback process.

15. (a) Explain about referrals in detail.

Or

(b) How the patient appointments are monitored?

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

Answer **all** questions.

16. (a) Discuss in detail about the inpatient and outpatient billing.

Or

(b) Describe the need and process of waste management in hospitals.

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17. (a) Give an account on admission and discharge procedures.

Or

(b) Explain the types and advantages of ward rounds.

18. (a) Write an essay on transportation of patients in hospitals and concepts behind it.

Or

(b) Describe the functions and activities of Cardiology department.

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3 **C–8668**

C–8669	Sub. Code
	92125

M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Health Service Management

HEALTH CARE AND WELLNESS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define epidemiology.

2. What is hospital planning?

3. Define anatomy and physiology.

4. What are the components of health care and wellness?

5. What are the types of WHO?

6. Write a short note on the Functions of physiology treatment.

7. Define Ayurveda.

8. What immunization program?

9. What are trauma care and disaster management?

10. Explain natural calamity.

Answer **all** questions.

11. (a) Describe levels of structural organization of the human body.

Or

(b) Explain the immunization program.

12. (a) Discuss the review of structure and body functions.

Or

(b) Explain the types of WHO guidelines.

13. (a) Explain the Structure of the guidelines process.

Or

(b) Describe the determination of health.

14. (a) Discuss the waste disposal and give some examples of waste disposal.

Or

(b) Explain environmental hygiene in health care wellness.

15. (a) Describe the nervous system and sense organs.

Or

(b) What are investigation and treatment modalities?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Distinction between the communicable and non-communicable.

Or

(b) Discuss the Measurement of vital signs.

17. (a) Explain the gross intro to anatomy in the reproductive system.

Or

(b) Discuss the safety of the hospital in crisis management.

18. (a) Describe the various system of medicine in health care and wellness.

Or

(b) Enumerate the health care and wellness in crisis management.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Health Service Management

QUALITY MANAGEMENT IN HEALTHCARE

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Cost of Quality.

2.   What is quality management in health care?

3.   Write any three purposes of Quality assurance?

4.   Short note on SQC.

5.   Write the JCI abbreviation and their standards.

6.   Write the steps involved in six sigma.

7.   Describe the medical audit.

8.   Define Coordination.

9.   What is the ISO process?

10. Define Work-study.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the seven quality management principles.

Or

(b) Why quality management is important in healthcare?

12. (a) Explain the role of hospital stores in quality assurance.

Or

(b) Enumerate the basic approaches of SQC.

13. (a) Explain the documents required by ISO 9000.

Or

(b) Describe the benefits of the ISO audit checklist.

14. (a) Discuss in detail the concepts, implementation — methodology, and benefits of the six sigma approach.

Or

(b) Explain lean six sigma with an example.

15. (a) Explain the principles of motion economy.

Or

(b) Describe the time study and give its example.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain and discuss the total quality management.

Or

(b) Discuss the statistical process control.

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17. (a) Discuss the features of ISO 9000.

Or

(b) Explain the customer focus and stratification.

18. (a) Describe the Total productive maintenance.

Or

(b) Explain the methods of study.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

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 is covex set?

2.   What is feasible solution?

3.   What is LPP?

4.   What is Maximization?

5.   What is VAM?

6.   What are Crashing?

7.   What is CPM?

8.   What is Transportation?

9.   What is M/M/1 model?

10.   What is simulation model?

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

Answer **all** questions.

11. (a) Determine all the basic feasible solutions of the equations:

$$2x_1 + 6x_2 + 2x_3 + x_4 = 3$$
$$6x_1 + 4x_2 + 4x_3 + 6x_4 = 2$$

Or

(b) Explain the steps of simplex method.

12. (a) Elaborate the advantages of operation research.

Or

(b) Solve the following LPP.

Maximise $Z = 30X_1 + 40X_2$

Subject to the constraints :

$$60X_1 + 120X_2 \leq 12000$$
$$8X_1 + 5X_2 \leq 600$$
$$3X_1 + 4X_2 \leq 500$$
$$X_1 \geq 0, X_2 \geq 0$$

13. (a) Explain the procedure of North west corner rule.

Or

(b) Discuss about the importance of assignment model.

14. (a) Write a short note critical path determination.

Or

(b) Write the limitations of PERT.

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15. (a) Discuss the techniques of simulation models.

Or

(b) Explain the different approaches of decision making under risk.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Primal and Dual relationship in LPP.

Or

(b) Find the basic feasible solution of the given transportation problem by applying Least Cost method.

Warehouse Factory	D	E	F	G	Capacity
A	42	48	38	37	160
B	40	49	52	51	150
C	39	38	40	43	190
Requirement	80	90	110	220	500

17. (a) What is unbalanced transportation problem? Explain the method for solving such a problem.

Or

(b) Illustrate about use of network techniques in health sciences.

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18. (a) PERT now has proven to be an effective management tool that can be utilized by companies of all sizes in almost every industry. Discuss.

Or

(b) How does the problem of degeneracy arise in a transportation problem? Explain how one can overcome it.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Health Service Management

COUNSELLING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define the term counseling.

2. What are the advantages of Egan's development model?

3. List down the types of transactions.

4. State the importance of good listening.

5. Who is a counselor?

6. What are the conditions for a good counselee relationship?

7. Point out the major causes for drug addiction.

8. Bring out the positive effects of counseling terminal ill.

9. What is meant by stressors?

10. State the need for ethics in counseling.

Answer **all** questions.

11. (a) Discuss the need for counseling.

Or

(b) Explain the basic principles in counseling.

12. (a) State the characteristics of interviewing.

Or

(b) What are the types of responses?

13. (a) Describe the challenges faced by counselor.

Or

(b) Explain about the emotional involvement.

14. (a) Write in brief about group therapy.

Or

(b) What are the techniques used in counseling suicidal?

15. (a) Explain the current scenario of marital counseling.

Or

(b) Describe the sources of conflict.

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

Answer **all** questions.

16. (a) Discuss the theories of counseling.

Or

(b) Explain the techniques of interview.

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17. (a) Describe about counselor-counselee relationship.

Or

(b) Give an account on counseling adolescent.

18. (a) Describe the process of developing case histories.

Or

(b) Explain the stress management strategies.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

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 is ID Act?

2.   What is payment of wages?

3.   What is IMC?

4.   What is Pharmacy Act?

5.   What is law of torts?

6.   What is Professional liability?

7.   What is Dying declaration?

8.   What is informed consent form?

9.   What is patient bill of right?

10.   What is insurance right?

Answer **all** questions.

11. (a) Briefly explain about benefits of Payment of Wages Act.

Or

(b) Discuss about the Maternity benefits Act.

12. (a) Explain about newer law relating to artificial reproduction techniques.

Or

(b) Discuss in detail about medical termination of Pregnancy Act.

13. (a) Briefly discuss about the Vicarious liability.

Or

(b) Discuss about the consumer production act.

14. (a) Explain about types of autopsy.

Or

(b) Explain about Exception of dying declaration.

15. (a) Briefly discuss about role of regulatory and development authority.

Or

(b) Discuss about Concept Patient responsibilities.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about the method of payment of wages.

Or

(b) Explain about benefits of Employee State Insurance Act.

17. (a) Write about the list of offences professional misconducts.

Or

(b) Discuss in detail about categories of law of torts.

18. (a) Briefly explain about patient right and duties.

Or

(b) Discuss in detail about function of IRDA.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Health Service Management

OPERATIONS MANAGEMENT — II

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What is ICU?

2. What do you mean by recovery room?

3. Define: Inventory.

4. What is Stores location?

5. Define grooming.

6. What is infection?

7. What is Blood collection?

8. Write about voluntary donors.

9. What do you mean by Theatre Nursing?

10. Who is special nurse?

Answer **all** questions.

11. (a) Explain the counting procedures.

Or

(b) What are the responsibilities of CSSD?

12. (a) Describe the process of Store Auditing.

Or

(b) Explain the types of stores, and their features.

13. (a) Describe the objectives of Dietary department in a Hospital.

Or

(b) What are the responsibilities of infection control team?

14. (a) Explain the process of Donating blood.

Or

(b) Narrate the procedure for collection of blood.

15. (a) Discuss in details about the nursing activities.

Or

(b) Explain the importance of networking in hospitals.

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Part C (3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain various types of operation theatres in hospitals, and their layouts.

Or

(b) What is stock? Explain the steps involved in stock verification in hospitals.

17. (a) What is blood storage? Explain the importance of blood storage.

Or

(b) What is inventory? Explain the methods of inventory control.

18. (a) Discuss the steps involved in monitoring of patient status.

Or

(b) Discuss the importance of information technology in Hospital administration.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

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 Hospital Management?

2.   What are the modern trends in hospitals?

3.   What is promoter?

4.   What is Morbidity history?

5.   What are Diagnostic disciplines?

6.   What is tertiary care referral centre?

7.   What is a Manpower resource?

8.   What is norms patients flow?

9.   What is pollution control?

10.   What is hospital Planning?

Answer **all** questions.

11. (a) Briefly explain about Indian scenario of corporate hospital.

Or

(b) Discuss in detail about the needs for scientific planning and design experience in hospitals.

12. (a) Explain about medical insurance scheme.

Or

(b) Discuss in detail about market survey and appraisal.

13. (a) Briefly discuss about hospital services.

Or

(b) Discuss about the challenges faced by the hospital in operation management.

14. (a) Explain about uses of databases.

Or

(b) Writs a note on Medical Equipment of Miscell.

15. (a) Briefly discuss critical needs for efficient architecture.

Or

(b) Discuss about challenges ahead in hospital planning.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about different types of hospital.

Or

(b) Explain about marketing strategy in hospital management.

17. (a) Write about difference between primary, secondary, tertiary health care.

Or

(b) Discuss in detail about infrastructure requirement for multi speciality hospital.

18. (a) Briefly explain about laws related to pollution control.

Or

(b) Discuss in detail about scope of application of modern technology.

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M.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Health Service Management

HEALTH CARE STRATEGIC MANAGEMENT

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define strategic management.

2. Write short note on social responsibilities.

3. What is health care?

4. Write short note on mission.

5. What is competitive environment?

6. What do you mean by multi speciality hospital?

7. Define forecasting.

8. What is strategic choice?

9. What is retrenchment?

10. Define leadership.

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

Answer **all** questions.

11. (a) Describe the features of strategic management.

    Or

    (b) Explain the characteristics of strategic management.

12. (a) How the mission and vision drive the strategic plan for health care organization?

    Or

    (b) What is corporate planning? Briefly explain the advantages of corporate planning.

13. (a) Write short note on stop light model.

    Or

    (b) Explain the difference between SWOT analysis and PEST analysis.

14. (a) Explain the importance of strategic management in multispecialty hospitals.

    Or

    (b) Describe the analysis a competitive environment in strategic management.

15. (a) Explain the factors influencing in the strategic choice.

    Or

    (b) Explain the resources allocation in strategic management.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the common pitfalls of strategic management with example.

    Or

    (b) Explain the dimensions of social responsibilities in health care industries in detail.

17. (a) Describe the process of strategic management in government hospitals.

    Or

    (b) Explain the models of strategic management in detail.

18. (a) Discuss the mixed strategies in detail.

    Or

    (b) Explain the implementation of strategy in health care organizations.

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