C–0862	Sub. Code
	92111

M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write a short note on the level of management.

2. Define management profession.

3. What is operational planning?

4. What are the techniques and processes of planning?

5. Define organization.

6. Define formal and informal organization.

7. What is perception and learning oh human factor organization?

8. Short note on qualities of a leader.

9. What are barriers to communication?

10. What is a diversity of change management?

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

Answer **all** questions.

11. (a) Discuss the nature and rational of management.

Or

(b) Describe the level of management and managerial skills.

12. (a) Explain the techniques of management.

Or

(b) Describe in detail process of planning.

13. (a) Explain impact of technology on organizational design.

Or

(b) Discuss the process of delegation of authority and decentralization.

14. (a) Difference between analysis authority and democratic style of leadership.

Or

(b) Discuss the demerits of tradictional organations.

15. (a) Describe the Types of objectives in organastional behavior.

Or

(b) Explain creativity and practices of organizational creativity and innovation.

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Answer **all** questions.

16. (a) Explain briefly managerial skills and roles.

Or

(b) Discuss the external and internal managerial business environment.

17. (a) Explain the social responsibility of human response management.

Or

(b) Explain leadership qualities of health management process and behavior.

18. (a) Explain Attitudes toward the human factor in the organization.

Or

(b) Explain the concept and control of organizational behavior.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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 is Management accounting?

2.   What are the golden rules of accounting?

3.   What is Ledger?

4.   What is Trading Account?

5.   What is Net Profit?

6.   What is Cash book?

7.   What is Current Ratio?

8.   What is Cash Flow?

9.   What is Cost accounting?

10.   What is Marginal Costing?

Answer **all** questions.

11. (a) Define Accounting. What are the objectives of Accounting?

Or

(b) Briefly explain the end users of accounting information.

12. (a) What is Trial Balance? Explain the significance of Trial Balances.

Or

(b) 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 to them Rs.200.

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.

C–0863

17 Cash sales Rs.2,500.

18 Collection from Atal Rs.4,000, deposited in the bank on 19th April.

19 Drew from the bank for office use Rs.500.

22 Drew cheque for petty cash Rs.150

13. (a) What is Balance sheet? What is its significance?

Or

(b) What is meant by Ratio analysis? Discuss its objects and limitation.

14. (a) What is Fund Flow Statement? How do you prepared?

Or

(b) The following information is given to you:

Current ratio = 2.5, working capital = 90,000.

Find out the:

(i) Current asset

(ii) Current liabilities

15. (a) Describe the Elements of Cost Accounting.

Or

(b) Calculate prime cost from the following information:

Opening stock of raw material   = Rs.12,500

Purchased Raw Material   = Rs.75,000

Expenses incurred on Raw material = Rs.5,000

Closing stock of raw material   = Rs.22,500

Wages Rs.47,600 direct expenses   =Rs.23,400

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Answer **all** questions.

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

Or

(b) Give the journal entries of the following transaction and post them into ledger

1 Ajit started business by investing cash Rs.50,000. He bought good of Rs.4,000 and furniture of Rs.500

2 Purchased building for Rs.10,000.

3 Purchased goods for cash Rs.3,000.

4 Purchased goods on credit Rs.1,500.

5 Paid charges Rs.20.

6 Sold goods for cash Rs.2,550.

7 Sold goods for cash to Avtar Rs.240

8 Sold goods to Mahendren on credit Rs.4,650.

9 Paid Freight Rs.120.

10 Deposited cash into bank Rs.8,000.

11 Paid salary Rs.460.

12 Withdrew from the bank Rs.200 for office use.

13 Withdrew from the bank Rs.300 for private use.

14 Charged interest on capital Rs.1,250.

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17. (a) From the following balances extracted from the trial balance of Mr. Raja. You are required to prepare a trading and profit and loss a/c for the year ending 31.03.2016.

	Rs.		Rs.
Stock on 01.04.2015	3,000	Sales	72,000
Purchases	25,000	Purchase returns	4,000
Wages	4,000	Interest received	6,000
Sales return	2,000	Discount received	4,500
Carriage	1,500	Commission received	5,000
Cartage	2,500		
Rent	6,000		
Salaries	10,000		
General expenses	10,000		
Advertisement	6,000		
Electric charges	4,000		

The closing stock on 31st March 2016 Rs.2,500.

Or

(b) What are the advantages of cash flow statement?

18. (a) How do you compute debt equity ratio? What is its purpose?

Or

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(b) The budgeted and actual sales of a company producing and selling a single product are follows:

Budgeted sales 25,000 units at Rs.6 per unit, Actual sales 30,000 units at Rs.4 per unit calculate

(i) sales value variance;

(ii) sales price variance; and

(iii) sales volume variance.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

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 are the different markets?

2.   Define managerial theory.

3.   List down the sources of private finance for clinical services.

4.   What is demand forecasting?

5.   Define the Monopoly market condition.

6.   How a market achieves perfect competition?

7.   Point out the social economic factors for health systems.

8.   What are the objectives of national healthcare programs?

9.   Who are the authorities involved in evaluating health policies?

10.   How government controls health expenditure?

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

Answer **all** questions.

11. (a) Explain the scope of economics.

Or

(b) Differentiate economic theory and managerial theory.

12. (a) Describe the laws of demand and supply.

Or

(b) What are the determinants of health?

13. (a) State the merits and demerits of perfect competition.

Or

(b) Explain the oligopoly market condition.

14. (a) Describe about the stakeholders of national healthcare programs.

Or

(b) How health systems are evaluated?

15. (a) Explain the national urban Health mission.

Or

(b) Discuss the present scenario of international health.

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

Answer **all** questions.

16. (a) Discuss the role of indigenous healthcare system in development projects.

Or

(b) Describe the socio economic and culture rationale for the existing organisational structure.

17. (a) Explain the fundamental and various concepts in economics of health.

Or

(b) Discuss in detail about national health policies.

18. (a) Give a detailed account on demand forecasting techniques.

Or

(b) Describe the value for money in health.

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M.B.A DEGREE EXAMINATION, NOVEMBER 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 the term Human Resource Management.

2. Why is personnel management a separate functions?

3. State the internal sources of recruitment.

4. What do you understand by performance appraisal?

5. What is apprenticeship training?

6. Give a reasons for transfer.

7. What are incentives?

8. What are the welfare measures provided to industrial employees?

9. What is labour relations?

10. Give the meaning of 'strike' and 'lock out'.

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) Describe development perspectives of HRD.

Or

(b) Explain the difference between HRM and personnel management.

12. (a) Critically examine Herzberg's two factor theory of motivation.

Or

(b) State the various steps involved in human resource planning.

13. (a) Distinguish between line organization and functional organization.

Or

(b) Explain the various sources of recruitment.

14. (a) Explain the need for training the employees in an organisation.

Or

(b) Explain the essentials for successful collective bargaining.

15. (a) Discuss the important steps in career planning process.

Or

(b) How will you formulate a good incentive scheme?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the various steps involved in the selection of personnel.

        Or

    (b) Explain different techniques used in assessment of HRD initiatives.

17. (a) Write an essay on 'Executing an Engagement Campaign'.

        Or

    (b) Discuss the different methods of performance appraisal.

18. (a) Define Transfer. Why is transfer necessary for an organisation? What are the different types of transfer?

        Or

    (b) What do you mean by employees welfare and social security? What are the benefits that are provided under these schemes?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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 system?

2.   What is Data model?

3.   What is byte?

4.   What is data warehousing?

5.   What is SAP stands for?

6.   What is E-Business?

7.   What is E-Commerce?

8.   Expand MIS.

9.   What is relational database?

10.   Write a example of database.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) List and illustrate the basic functions of HMIS.

Or

(b) What are the problems faced due to database system?

12. (a) Write a detailed note on knowledge management system.

Or

(b) Write out the reasons for the adoption of IT in healthcare sector?

13. (a) What are the ethical issues faced due to application of MIS?

Or

(b) What are the disadvantages of MIS?

14. (a) Is an ERP system an information system? How?

Or

(b) Differentiate E-commerce and E-business based on the IT application.

15. (a) How SPSS is helpful for managerial decision?

Or

(b) What is database management system? Explain.

C–0866

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

Answer **all** questions.

16. (a) Write your words about the various types of information system.

Or

(b) How the database management approach reduces the problem?

17. (a) Write a detailed note on application of management information system and how it is applied?

Or

(b) Draw core and supporting modules involved in HMIS?

18. (a) How the HMIS benefited for various state holders of hospital?

Or

(b) What is data mining in Information Technology? Which software is used for data mining?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write the meaning of financial management.

2. What is time value for money?

3. Write a short note on share splits.

4. What is profitability index?

5. Write the meaning of financial leverage.

6. What is a factoring?

7. State the importance of working capital management.

8. Why it is necessary to manage inventories?

9. Write the significance of Net present value.

10. Write the features of commercial paper.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the goals of financial management.

Or

(b) How is the cost of capital of project determined?

12. (a) A project costs Rs.1,00,000 and yields an annual cash inflow of Rs. 2,00,000 for 10 years. Calculate its pay-back period.

Or

(b) Explain the objectives of a firm's dividend policy.

13. (a) The operating and cost data of ABC Ltd. are :

Sales   Rs. 20,00,000

Variable Cost   Rs. 14,00,000

Fixed Cost   Rs. 4,00,000 (including 15% interest on Rs. 10,00,000)

Calculate its operative, financial and combined leverages.

Or

(b) What are the factors that influence the dividend policy of a firm?

14. (a) What is a commercial paper? Explain its pros and cons.

Or

(b) Elaborate the factors determining working capital requirements.

15. (a) Why is inventory considered as an investment decision?

Or

(b) What are the costs of trade credit as a source of short-term funds?

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the factors that influence the planning of the capital structure in practice.

Or

(b) The shares of a leather company are selling at Rs. 30 per share. The firm had paid dividend at the rate Rs. 3 per share last year. The estimated growth of the company is approximately 5% per year.

(i) Determine the cost of equity capital of the company.

(ii) Determine the estimated market price of the equity shares if the anticipated growth rate of the firm rises to 9% and falls to 3%.

17. (a) Elaborate about the forms of dividend policy.

Or

(b) A company issues 10,000, 10% preference shares of Rs.100 each. Cost of issues is Rs.2 per share. Calculate cost of preference capital if these shares are issued

(i) at par,

(ii) at a premium of 10% and

(iii) at a discount of 5%.

18. (a) What are the types of bank finance for financing working capital? Explain each one of them.

Or

(b) Explain how the projects are selected under capital rationing.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Research Methodology.

2. What is Hypothesis?

3. How is Research problem selected?

4. Distinguish between primary and secondary data.

5. What is Correlation?

6. Examine the factors which determine the sample size.

7. What is Standard deviation? What are its uses?

8. What are the measurement postulates?

9. What is Regression analysis?

10. What are the functions of Statistical measures?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) How is Research problem selected? Illustrate your answer with suitable examples.

Or

(b) Discuss the historical approach to research. What are the limitations in using it?

12. (a) Explain the rules for arrangements of Text, diagrammes, references etc., in a research report.

Or

(b) Mention the different types of report and point out the difference between technical report and a popular report.

13. (a) Give two examples of problems in which

(i) The mean is the best measure of central tendency

(ii) The mode is the best one

(iii) The median is the best measure.

Or

(b) What are Type I and Type II errors? How do they arise? How can the probability of these errors be reduced?

14. (a) In a test given to two groups of students, the marks secured by them were :

Group A 18 20 35 50 49 35 34 50
Group B 30 28 26 35 30 44 45 35

Test the significance of difference between mean marks at .05 level of significance.

Or

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(b) Find the mean deviation about the mean for the following data :

Value (x)	10	11	12	13	14
Frequency (f)	3	12	18	12	3

15. (a) Explain with suitable examples, the procedure for presenting the information collected through literature survey.

Or

(b) Find the coefficient of correlation between x and y from the following data :

x	5	10	5	11	12	4	3	2	7	1
y	1	6	2	8	5	1	4	6	5	2

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

Answer **all** questions.

16. (a) Find the mean, median and mode for the following data and verify the empirical relation.

Class	Frequency
1-10	3
11-20	7
21-30	13
31-40	17
41-50	12
51-60	10
61-70	8
71-80	8
81-90	6
91-100	6

Or

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(b) A panel of judges A and B graded seven debators and independently awarded the following marks :

Debator :	1	2	3	4	5	6	7
Marks by A	40	34	28	30	44	38	31
Marks by B	32	39	26	30	38	34	28

An either debator was awarded 36 marks by judge. A while judge B was not presented. If judge B were also present, how many mark would you expect him to award to the eighth debator assuming that the same degree of relationship exists in their judgement.

17. (a) Write short notes on the following :
    (i)   Rank correlation
    (ii)   Co-joint analysis
    (iii) Factor analysis
    (iv)   Cluster analysis
    (v)   Data collection.

Or

(b) A random sample of 10 boys has the following IQ's :
70, 120, 110, 101, 88, 83, 95, 98, 107, 100.

Do these data support the assumption of a population mean IQ of 100?

18. (a) What is a research design? Explain the basic difference between formulative and descriptive research design.

Or

(b) In a survey of brand preference of high school students for soft-drink, the following result was obtained :

	Brand A	Brand B	Brand C
Boys	25	30	52
Girls	46	22	28

Was there any relationship between the brand preference and the gender of the consumers? Use a two-tailed test at the .05 level of significance.

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C–0869		Sub. Code
		92122

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

Second Semester

Health Service Management

MATERIALS MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What is material management?

2. What is equipment?

3. Write a note on equipment audit.

4. What is packaging system?

5. What is an inventory?

6. Write the importance of inspection in material management.

7. What is safety stock reorder level?

8. What is arbitration?

9. Give a note on lead time.

10. Define Material Management.

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

Answer **all** questions

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

Or

(b) Describe the objectives of material management.

12. (a) Write the functions of materials manager.

Or

(b) Explain the elements of purchasing.

13. (a) Explain the general requirement for storage of materials.

Or

(b) Explain the procedure for disposing the contaminated materials.

14. (a) Briefly give a note on inspection and verification of materials.

Or

(b) Elaborate about EOQ analysis.

15. (a) Discuss the benefits of packaging.

Or

(b) Explain the purchasing cycle of materials.

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

Answer **all** questions.

16. (a) Explain the role of information system in material management.

Or

(b) Discuss the legal and ethical aspects of purchasing.

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17. (a) Elucidate the problems and issues in material management in hospitals.

Or

(b) Write a short note on element of effective inventory control.

18. (a) What do you mean by Codification and standardization? Explain.

Or

(b) Explain the different types of eco friendly packaging.

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C–0870	Sub. Code
	92123

M.B.A. DEGREE EXAMINATION, NOVEMBER 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.   What is marketing?

2.   What is meant buyer behaviour?

3.   Define strategic marketing.

4.   What is customer perception?

5.   What is customer satisfaction and why is it important?

6.   Write a short note on service segmentation.

7.   What is price leadership?

8.   What are the Elements of Advertisement Strategy?

9.   State the significance of sales promotion.

10.   What are the need and scope of Marketing Research?

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

Answer **all** questions

11. (a) Discuss the Marketing Strategy for Service Organizations.

Or

(b) List any five differences between Industrial Vs Individual buying behaviour.

12. (a) Briefly Explain the Gaps model of service quality.

Or

(b) Explain the various methods to measure Customer satisfaction.

13. (a) What is meant by service segmentations? Explain with examples.

Or

(b) Write the Strategic considerations in the Product Life Cycle concept.

14. (a) What are the various kinds of pricing Strategies– Discuss.

Or

(b) Discuss the Advertisement Strategy for Service Organizations.

15. (a) Define Advertising and explain how it's useful for sales promotion.

Or

(b) Explain the Process of Marketing Research.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain 7 Ps of Marketing.

Or

(b) Marketing Research is vital for the Evaluation of a sound Marketing Strategy—Explain this statement.

17. (a) Enumerate the stages of Service Life Cycle and explain them with example.

Or

(b) What is a new Product? Explain the Development Strategies?

18. (a) What do you mean by On-Line Marketing? Discuss the advantages and limitation of On-Line Marketing.

Or

(b) Explain the elements of marketing research.

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3   **C–0870**

C–0871	Sub. Code
	92124

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

Second Semester

Health Service Management

OPERATIONS MANAGEMENT – I

(2016 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1.　Define layout.

2.　Point out any two differences between inpatient and outpatient billing.

3.　What are the advantages of waste management?

4.　Define the term delegation.

5.　List out the different medical records.

6.　Write a short note on code of conduct.

7.　State the importance of communication skills in guest relations.

8.　What is the purpose of gate pass?

9.　Write a short note on preparatory counselling.

10.　What are the functions of radiology department?

Answer **all** questions.

11. (a) Discuss the design of front office.

Or

(b) Explain the procedures in billing.

12. (a) Describe the process of planning in housekeeping.

Or

(b) State the need for pest control and infection control in hospitals.

13. (a) What are the functions of time office?

Or

(b) Explain the filing and retrieval process of medical records.

14. (a) Describe the importance of feedback process.

Or

(b) What are the grievance handling procedures?

15. (a) Write a brief note on the uses of statistics in hospital operations.

Or

(b) Explain the different modalities.

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

Answer **all** questions.

16. (a) Give a detailed account on the different types of layout.

Or

(b) Discuss in detail about hospital sanitation.

17. (a) Describe the process of recruitment in hospitals.

Or

(b) Examine the design and layout of medical records.

18. (a) Explain the characteristics, types and advantages of ambulance services.

Or

(b) Elucidate the process of generating and issuing reports.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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. What are health care and wellness?

2. What is the role of health care wellness?

3. Define GI system.

4. What is a cardiovascular system?

5. Definition of WHO.

6. What is the nervous system?

7. What are various systems of medicine?

8. What is allopathy means?

9. Define the first aid.

10. What are safety measurements of crisis management?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the components of health care and wellness.

    Or

    (b) Explain Epidemiology and give its examples.

12. (a) Short note on objectives of anatomy and physiology.

    Or

    (b) Discuss the main function of GI system.

13. (a) Explain WHO guidelines.

    Or

    (b) Difference between the concept of health and the concept of well being.

14. (a) Explain Ayurveda, Siddha, and Allopathy.

    Or

    (b) Explain sterilization technology.

15. (a) Describe the principles of primary health care.

    Or

    (b) What are the steps followed in CPR?

    Part C (3 × 10 = 30)

    Answer **all** questions.

16. (a) Difference between communicable and non-communicable diseases.

    Or

    (b) Explain CPR treatment briefly.

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17. (a) Explain how a hospital designs a customer-driven.

Or

(b) Explain the musculoskeletal system.

18. (a) Explain the health care and wellness of infection control.

Or

(b) Briefly explain crisis management.

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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 quality in healthcare.

2.   What are the three components of healthcare quality management?

3.   Write a short note on benchmarking.

4.   Short a TQM.

5.   What do you mean by quality management?

6.   Write the professional reviews.

7.   Describe the types of recording.

8.   Define customer focus.

9.   What docs ISO stand for?

10.   Define TPM.

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

Answer **all** questions.

11. (a) Explain the total quality management.

Or

(b) Discuss the statistical process control and its components.

12. (a) Describe the benefits of performance measurement in Quality management.

Or

(b) Discuss the strategic quality planning and its functions.

13. (a) Enumerate the benefits of implementing ISO 9000.

Or

(b) Explain the five aspects of health care quality.

14. (a) Explain the various principles of six sigma.

Or

(b) Describe the management of change in quality management in health care.

15. (a) Explain the basics of six sigma in the control system.

Or

(b) Discuss the factors of work-study in health care.

C–0873

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the competitive benchmarking in quality management.

    Or

    (b) Discuss the components practice and purpose of quality assurance

17. (a) Describe the monitoring and control system in a professional review.

    Or

    (b) Illustrate the basic approaches of work-study in quality management in health care.

18. (a) Enumerate the various types of six sigma belts.

    Or

    (b) Evaluate the basic approach to SQC.

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C–0874	Sub. Code
	92131

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 cycling?

2.   Write a brief note on graphical method.

3.   What is operation research?

4.   What is degeneracy?

5.   Give a brief note on CPM.

6.   Write the North West Corner Rule.

7.   What is PERT?

8.   What is queing model?

9.   What is steady state analysis?

10.   What is Monte Carlo simulation?

Answer **all** questions.

11. (a) Discuss the assumptions of operations research.

Or

(b) Explain the uses of computer for LPP.

12. (a) Explain various steps involved in solving transportation problem using Vogel's approximation method.

Or

(b) Use two phase simplex method to solve the following LP problem

Minimize $Z = x_1 + x_2$

Subject to constraints

$2x_1 + x_2 > 4$
$x_1 + 7x_2 > 7$
and $x_1, x_2 > 0$

13. (a) How would you deal with the assignment problems, where (a) the objective function is to be maximized?

Or

(b) Discuss about the method of finding optimum solution.

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

Or

(b) How does PERT provides for uncertainty in activity time estimates?

C–0874

15. (a) Discuss about Decision theory.

Or

(b) Explain the steps of simulation process.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain how simulation can be applied in the case of inventory control where the demand is probabilistic and lead time is random.

Or

(b) Find the basic feasible solution of the given transportation problem by applying North – West Corner rule :

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
Z	80	90	110	220	500

17. (a) Elaborate the importance of assignment model.

Or

(b) Explain the uses of Network Techniques in health sciences.

3

C–0874

18. (a) Write the advantages and limitations of PERT and CPM.

Or

(b) A TV repairman finds that the time spent on his job has an exponential distribution with mean 30 minutes. If he repairs sets in the order in which these come in, and if the arrival of sets is approximately Poisson with an average rate of 10 per 8-hour day, what is the repairman's expected idle time each day? How many jobs are ahead of the average set just brought in?

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C–0874

C–0875	Sub. Code
	92132

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Health Service Management

COUNSELLING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What are the basic components of counselling?

2.   Write a short note on the need for counselling.

3.   Name the different ego states in transaction analysis.

4.   List down the different types of interviews in counselling.

5.   What are the types of counsellor?

6.   Point out the limitations of a counselling in practice.

7.   What is group therapy?

8.   State the health effects of alcoholism.

9.   Write a short note on marital counselling.

10.   What are the causes of conflict?

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

Answer **all** questions.

11. (a) What are the theories of counselling?

Or

(b) Describe about the special approaches to counselling.

12. (a) State the significance of communication.

Or

(b) Explain about history taking.

13. (a) Discuss the profile of a counsellor.

Or

(b) Write a brief note on Do's and Don'ts in counsellor counselee relationship.

14. (a) Explain the process of counselling for AIDS.

Or

(b) Discuss about the causes of suicidal thoughts among youth in India.

15. (a) Describe about the terminal ill patients.

Or

(b) Discuss the role of ethics in counselling.

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

Answer **all** questions.

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

         Or

  (b) Discuss in detail about transactional analysis.

17. (a) Give an account on the various counselling methods for drug addiction.

         Or

  (b) Explain the conflict management strategies.

18. (a) Discuss in detail about the ethical standards.

         Or

  (b) Describe the various ways of conducting interview in counselling.

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         C–0875

C–0876	Sub. Code
	92133

M.B.A. DEGREE EXAMINATION, NOVEMBER 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 "Industrial Dispute"?

2.   Give the two Salient Feature of Industrial Disputes Act, 1947?

3.   Who is hospital administrator?

4.   What is Secondary Infertility?

5.   Definition, Nature and Scope of Law of Torts.

6.   Explain the term Torts and crime.

7.   What are principles of hospital management?

8.   What factors effect hospital utilization?

9.   Who is the beneficiary in insurance?

10. What is 'declaration page' in insurance policy?

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

Answer **all** questions.

11. (a) Explain about the Mathadi Worker.

          Or

     (b) What are the remedies for a worker if he is retrenched? Which Acts applies?

12. (a) Discuss Drugs and cosmetics Act.

          Or

     (b) Explain the medical Ethics and Quality.

13. (a) Explain the essential elements of law of torts.

          Or

     (b) Give a brief about volenti non fit injuria.

14. (a) Explain the role of a hospital in PHC?

          Or

     (b) What factors effect hospital utilization?

15. (a) Distinguish the participating and non-participating policy.

          Or

     (b) Explain the different types of insurance.

          2   **C–0876**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the consequences if award passed by labour court is not implemented or complied by the employer?

Or

(b) Explain the exempted from the payment of Bonus Act -1965?

17. (a) Why law is needed in Hospital? Discuss.

Or

(b) Is Law Applicable to Hospital and Healthcare? Describe.

18. (a) What are various risks attached to hospital waste. Also suggest best method of hospital waste.

Or

(b) IRDAI Role in Insurance Sector.

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C–0876

C–0877	Sub. Code
	92134

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

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.   Explain: Othopaedic.

2.   What is Infection Control?

3.   Define: Cost control.

4.   What is Tendering Negotiation?

5.   State the significance of Personal Hygiene.

6.   What do you mean by Grooming?

7.   Define : Referral

8.   State the supply of Blood Units.

9.   Write short notes on Ward Rounds.

10. Define: Nursing.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) List out the best practices of Operation Theatre.

Or

(b) Explain the operation theater utilisation monitoring.

12. (a) Explain Inventory Control.

Or

(b) Explain the procedure for sterilisation.

13. (a) Short notes on Table sitting.

Or

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

14. (a) Briefly explain the functional divisions of lab services.

Or

(b) Write shorts on: Coordinate N with Other agencies.

15. (a) What is the role of nursing services in hospital?

Or

(b) Write a note on hospital formulary.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various divisions in a radiology dept, and the services offered by it.

Or

(b) Discuss the contribution of CSSD functions in preventing hospital acquired infections.

17. (a) If I get fiber from veggies and nuts, is eating grain foods really necessary?

Or

(b) What are the major functions of medical records department?

18. (a) Explain briefly the laundry services and various washing arrangements followed in hospital.

Or

(b) What is the role of Biomedical Engineering dept in hospitals?

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M.B.A. DEGREE EXAMINATION, NOVEMBER 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 Inpatient care?

2.   Define the term Hospital beds.

3.   What do you know about Turnover Interval?

4.   What is Domiciliary service?

5.   Who is Promoter?

6.   Define the term Hospital.

7.   What do you know about the term polyclinic?

8.   What is Geriatric service?

9.   What is Corporate hospital?

10. What is Secondary care?

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

Answer **all** questions.

11. (a) How will you categorize the hospital administration based on their functions?

Or

(b) What are the disadvantages of Special hospitals?

12. (a) State the relationship of general practitioners to the hospital.

Or

(b) Write out the out patient service and facilities provided in the hospital.

13. (a) State the scope of application of modern technology.

Or

(b) State the different aspects of the accident and emergency services.

14. (a) Outline the infrastructural technical inputs to the model hospitals.

Or

(b) Why the hospitals located in the prime area?

15. (a) Write a short note about outpatient service for children in the hospital

Or

(b) State the basic principles and criteria for Architect's brief.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How the costly hospital may infact be more efficient and more economical?

Or

(b) State the position of hospital as a consumer.

17. (a) Write the factors which are influencing the hospital utlization.

Or

(b) How the modern operating room should be designed in the hospital?

18. (a) Describe the adoption of principles and Methodology for an on-going hospital.

Or

(b) How the hospital determine their SWOP analysis in their pre launch system?

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C–0879	Sub. Code
	92136

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

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.   Define Strategic management.

2.   Identify the various features of a strategy.

3.   What is meant by corporate planning?

4.   What are the elements of vision?

5.   Write a note on Strategic management in Government Hospitals.

6.   What do you mean by internal environment Analysis?

7.   State the meaning of PIMS model.

8.   What do you mean by Value chain analysis?

9.   Mention the name of the Qualitative factors.

10.   Define Leadership.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the benefits of strategic management in health care.

Or

(b) Discuss the important steps involved in strategic management process.

12. (a) Explain the social aspects of Strategic Management in Health care.

Or

(b) State the importance of Corporate Planning.

13. (a) Describe the Strategic management in Single Specialty hospitals.

Or

(b) Point out the Characteristics of Environmental Analysis.

14. (a) Discuss SWOT analysis.

Or

(b) What are the methods of Mixed strategies?

15. (a) State the implementation of health care in Strategic management.

Or

(b) Write a note on: (i) Stop light model (ii) PIMS model (iii) BCG model.

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Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How is ethics related to the Health Care strategic management?

Or

(b) Why vision and mission statements are important in strategic management?

17. (a) Explain the Different strategic models in health care management system.

Or

(b) Explain Hofers Analysis.

18. (a) Explain the Qualitative and Quantitative factors in strategic management.

Or

(b) Define the relationship existing between corporate governance and social responsibility. List down the different types of Social responsibility

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3 | C–0879 |

C–1371	Sub. Code 92111

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

First Semester

Health Service Management

PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. As a universal phenomenon, Management:

    (a) Depends on whether the organization is a partnership, company

    (b) Depends on whether the organization is a for-profit firm or any non-profit charitable organization

    (c) Does not depends on nature or type of organization

    (d) None of the above

2. Growth can be measured in terms of

    (a) Increase in Production

    (b) Increase in cares

    (c) Increase in employment opportunities

    (d) Both (a) and (b)

3. ——————— and motivating to subordinates for achieving the desired goals of the organization.

    (a) Inspiration   (b) Executing

    (c) Guidance   (d) Leading

4. Who defines Motivation is a process which begins with a physiological or psychological need or deficiency which triggers behaviour or a drive that is aimed at a goal or incentive?

(a) William G. Scout   (b)   Fred Luthans

(c) Mc Farland   (d)   None of these

5. Scope of Organizational Behaviour does not include ——————.

(a) Leadership   (b)   Perception

(c) Job Design   (d)   Technology

6. Organizational behaviour focuses at 3 Levels

(a) Individuals, Organisation, Society

(b) Society, Organisation, Nation

(c) Employee, Employer, Management

(d) Individual, Groups, Organisation

7. Organizations lose vital information necessary for making change when individuals or groups refrain from offering positions or solutions.

(a) Complacency   (b)   Organization Silence

(c) Active Resistance (d)   Risk perception

8. —————— influences mostly on any individuals needs, wants and behaviour.

(a) Product   (b)   Gender

(c) Culture   (d)   Marketing

9. Certain managers or employees may be prone to making indirect casual ——————.

(a) retributions   (b)   attributions

(c) contributions   (d)   none of these

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10. Japanese managers would tend to use which of the following as an investment strategy?

   (a) Quick payback   (b) Buy turn-key systems

   (c) Portfolio   (d) (a) and (b)

Part B   (5 × 5 = 25)

Answer **all** questions.

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

   Or

   (b) Discuss the situation under which an organization is required to change its objectives.

12. (a) "Organization design does affect employees working in it". Do you agree? Give relevant argument.

   Or

   (b) Write a brief note on the need for interdepartmental coordination.

13. (a) What is stress management? Explain its types.

   Or

   (b) Explain the different types of communication.

14. (a) What is organizational change and development? Discuss its importance in an organization.

   Or

   (b) Explain the classification of leadership style. Give elementary idea of each style.

15. (a) Give a brief note on benchmarking.

   Or

   (b) What are the factors of management in diversity?

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Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Define planning and elucidate the steps in planning process.

Or

(b) Describe the characteristics of a sound plan in management.

17. (a) "Sound organization is an essential prerequisite of efficient management". Explain.

Or

(b) "Delegation is the key to administrative effectiveness". Elucidate.

18. (a) What do you mean by diagnostic communication? Can the communication be horizontal? Comment.

Or

(b) As a key person in an organization explain how you will motivate your employees.

19. (a) What do you mean by leadership style? How can leadership styles be decided based on the use of power and authority?

Or

(b) "Manager is a change agent". Discuss.

20. (a) Explain the key characteristics of Japanese management policies.

Or

(b) Explain the best management practices across the world with illustrations.

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4 **C–1371**

C–1372		Sub. Code
		92112

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

First Semester

Health Service Management

HOSPITAL ADMINISTRATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Supportive services of the hospital includes all except _____

    (a) Pharmacy services

    (b) Laboratory Serviced

    (c) House – keeping services

    (d) Laundry services

2. Air change required per hour in an UT is

    (a) 10-12   (b) 16-18

    (c) 28-30   (d) 58-60

3. What is the purpose of CSSD?

    (a) Storage of clean equipment

    (b) Providing sterile equipment to the operation theater

    (c) Storing sterile equipment

    (d) Pharmacy of the operation theater.

4. Which is the first interactive point in a hospital?

   (a) Causality   (b) OPD

   (c) ICU   (d) Front office

5. Service provided within the wall of a hospital is known as

   (a) Emergency   (b) Intramural

   (c) In patient   (d) Ambulatory

6. How many zones are there in an OT?

   (a) 2   (b) 3

   (c) 4   (d) 5

7. What is the nurse patient ratio for pediatric ICU?

   (a) 1: 2 every time   (b) 1:5 every time

   (c) 1:3 every time   (d) 1:1 every time

8. Anesthesia induction them is in the zone _____ of operation Theatre?

   (a) Clean zone   (b) Aseptic zone

   (c) Disposal zone   (d) Protective zone

9. The sterilizers used for emergency sterilization in OT is known as

   (a) Flash sterilizer   (b) Auto sterilizer

   (c) Speed sterilizer   (d) Fast sterilizer

10. Which department is responsible for providing compensation for the services rendered by the employees?

    (a) HR department

    (b) Marketing department

    (c) Finance department

    (d) Administration department

C–1372

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the functions of hospital administrator.

Or

(b) Explain the organizational structure of a hospitals.

12. (a) Elucidate the role of hospital in health care in India.

Or

(b) Write a brief note on the functions of billing.

13. (a) Highlight the importance of Radiology department in the hospital.

Or

(b) Elucidate how the wards are managed in the hospital.

14. (a) Write the functions of an operation theatre.

Or

(b) Explain the common problem faced in the operation theatre.

15. (a) Write briefly on the process followed in emergency department.

Or

(b) Give a brief note on Ambulance services.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Elucidate the role of Governing board in hospital administration.

Or

(b) Explain the techniques followed by the administrator in the hospital.

3   **C–1372**

17. (a) Define hospital and explain its types.

Or

(b) Explain the different types of health care organizations and its composition in the health care sector.

18. (a) Explain the major managerial issues related to blood bank.

Or

(b) Explain the functions of clinical Laboratory and Imaging services in a hospital.

19. (a) Explain how the nursing services are organized write the nursing care methods followed in hospitals

Or

(b) What is an ICU? Explain its types.

20. (a) Explain the common problems in CSSD.

Or

(b) Explain the policy and the procedures followed in In-patient Service

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M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Health Service Management

HEALTH ECONOMICS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 1 = 10)$

Answer **all** questions.

1. Which of the following is not a reason for increased health spending?

    (a) People spend more on their health as their income increases

    (b) People are living longer

    (c) The average age of the population is rising

    (d) People are dying earlier

2. The National Health Accounts are associated with which agency?

    (a) Agency for Health Care Policy and Research

    (b) Centers for Medicare and Medicaid Services (CMS)

    (c) NICHSR

    (d) Centres for Disease Control and Prevention

3. The elasticity for the demand of durable goods is _____.

   (a) Zero

   (b) Equal to unity

   (c) Greater than unity

   (d) Less than unity

4. Normally the demand curve will have a _____ shape.

   (a) Upward sloping

   (b) Downward sloping

   (c) Vertical

   (d) Horizontal

5. Monopolies and oligopolies are:

   (a) Price takers, as are competitive firms

   (b) Price takers, in contrast to competitive firms that are price makers.

   (c) Price makers, in contrast to competitive firms which are price takers.

   (d) Price makers, as are competitive firms

6. The rectangularisation of life curve refers to:

   (a) Fewer deaths at every age

   (b) A lower life expectancy

   (c) More deaths at every age

   (d) A higher birth rate

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7. which of the following occupations accounts for the highest percentage of workers in the National Health Service? Which of the following occupations accounts for the highest percentage of workers in the National Health Service?

    (a) Nurses

    (b) Doctors

    (c) Ambulance staff

    (d) Scientific and technical staff

8. The consumer price index is based on

    (a) Consumer Production

    (b) Total Current Production

    (c) Products purchased by a typical consumer

    (d) None of the above

9. What cost will be payable even if the company is closed?

    (a) Cost of shut-down

    (b) Cost of the historical record

    (c) Cost of sunk

    (d) Imputed cost

10. Profits are maximized at a point where

    (a) MR = MC

    (b) MR < MC

    (c) MR > MC

    (d) AC > MC

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

Answer **all** questions.

11. (a) Write the relationship between managerial economics with other disciplines.

Or

(b) Explain the principles of economics with illustration.

12. (a) What is supply? Explain the determinants of supply.

Or

(b) Why it is necessary for the hospitals to forecaste the demand for their service?

13. (a) Write the characteristics features of perfect market.

Or

(b) Define market and market structure.

14. (a) What is C/U Ratio explain with illustration.

Or

(b) Distinguish between financial costs and opportunity costs with illustration.

15. (a) Explain the managerial uses of production function.

Or

(b) Elucidate the status of health care in free market.

4 $\boxed{\textbf{C–1373}}$

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Elucidate the relationship between managerial economics with other disciplines.

Or

(b) Explain the scope of managerial economics for health sector.

17. (a) Define the concept supply and explain the determinants of supply with illustration.

Or

(b) What do you understand by monetary policy? Explain the major instruments of monetary policy of our country.

18. (a) Explain the major degrees of price discrimination.

Or

(b) A monopolist aims at maximizing price rather than profits, do you agree with this statement.

19. (a) Elucidate the component of costs with illustration.

Or

(b) Explain the sensitivity analysis and state its relevance to health care.

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20. (a) Elucidate the cost involved in delivering health services in India.

Or

(b) Explain the short-run and long- run production function.

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M.B.A DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Health Service Management

HOSPITAL ACCOUNTING AND FINANCIAL MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Accounting principles are generally based on
    (a) Practicability
    (b) Subjectivity
    (c) Convenience in recording
    (d) None of the above

2. Purchase Journal is meant for recording
    (a) All credit purchases
    (b) Credit purchase of goals
    (c) Credit purchase of fixed assets.
    (d) None of the above

3. According to accounting, the term profit means
    (a) The return for routine management maters
    (b) Similar to a factor returned like wages, interest etc.
    (c) Excess of total revenue over the expenditure incurred for earning that revenue.
    (d) accounting process includes summarizing, analysing and reporting

4. Goods given as sample should be credited to

    (a) Advertisement account

    (b) Sales account

    (c) Purchase account

    (d) Revenue account

5. Good will is

    (a) An intangible asset

    (b) A current asset

    (c) A fictitious asset

    (d) Operating asset

6. The interest lost on the acquisition of an asset is taken into account in calculating depreciation in

    (a) Depletion method

    (b) Annuity method

    (c) Diminishing Balance method

    (d) Straight line method

7. In zero — base budgeting ——————

    (a) Previous year's figures are taken as base

    (b) There is no given base figure for the budget

    (c) Previous three of four-year figures are taken as base

    (d) Previous five years average figure is taken as base

8. The first budget that is prepared is called _____

    (a) Cash budget

    (b) Master budget

    (c) Budget for the key factor

    (d) Sales budget

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9. Contribution is also known as

   (a) Contribution margin

   (b) Net Margin

   (c) Both (a) and (b)

   (d) None of the above

10. Rent for warehouses is a component of what cost?

   (a) Production cost   (b) Cost of factory

   (c) Prime cost   (d) Distribution cost

Part B   (5 × 5 = 25)

Answer **all** questions

11. (a) Discuss briefly the basis accounting concepts and fundamental accounting assumptions.

                      Or

    (b) Why adjustment entries are required to be made at the time of preparing Final Account? Give illustrative examples of any four such adjustment entries.

12. (a) Briefly explain the Profitability Ratio.

                      Or

    (b) What is the difference between current ratio and liquid ratio?

13. (a) What is fund flow statement? Examine its use and significance for management.

                      Or

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

14. (a) Describe the need and element of budgeting.

                      Or

    (b) Explain the elements of costing.

15. (a) What is labour rate variance? How is it computed?

                      Or

    (b) What is material mix variance? Why this variance arises?

3   **C–1374**

Part C   (5 × 8 = 40)

Answer **all** questions.

16. (a) "A Trial Balance is only prima facie evidence of the accuracy of the books of accounts". Comment.

Or

(b) Why is the distinction between capital and revenue is of great importance in accounting? Give examples illustrating how a certain expenditure can be regarded as a capital expenditure as well as a revenue expenditure under different circumstances.

17. (a) Explain the need and significance of depreciation? What factors should be considered for determining amount of depreciation?

Or

(b) "Ratio analysis is only a technique for making Judgement and not a substitute for Judgement". Examine.

18. (a) "A funds flow statement is a better substitute for an income statement" comment.

Or

(b) What do you mean by cash from operating activities? How is this calculated?

19. (a) What are the problems of budgeting in hospitals? Explain the solution for overcoming such problems.

Or

(b) What is capital budgeting? Describe the steps in capital budgeting process.

20. (a) What do you mean by element of cost? Explain the different elements of total cost of a product.

Or

(b) "Standard costing and budgeting control are inter-related hut not independent" Explain

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4   **C–1374**

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

First Semester

Health Service Management

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Section A   (10 × 1 = 10)

Answer **all** questions.

1. Human resource management is amalgam of

    (a) Job analysis, recruitment and selection

    (b) Social behaviour and business ethics

    (c) Organisational behaviour, personal management and industrial relation

    (d) Employer and employees

2. Basic managerial functions of HRM are

    (a) Planning, organising, staffing

    (b) Planning, organising and co-ordinating

    (c) Planning, organising, directing and controlling

    (d) None of these

3. OJT stands for

    (a) On the job training

    (b) On the job technique

    (c) On the job technology

    (d) Off the job training

4. In ——————— training, a training centre is set-up and actual job conditions are duplicated or simulated in it

(a) Classroom   (b) Apprenticeship

(c) Internship   (d) Vestibule

5. Which of the following factors state the importance of the Human Resource Planning?

(a) Creating highly talented personnel

(b) International strategies

(c) Resistance to change and move

(d) All of the above

6. Which of the below given options are the forecasting techniques used?

A. Ration Trend Analysis

B. Delphi Technique

C. Staffing projections

D. Job Analysis

(a) A and C   (b) B and C

(c) A, B and C   (d) A and B

7. The list of performance of employees, according to the specific order from high performer is also called —————.

(a) Force distribution (b) Checklist scale

(c) Ranking   (d) Rating scale

8. The Human Resource Audit is the process to evaluate performance

(a) Organisation   (b) HR Policy

(c) HR Department   (d) All of the above

9. The pay based on piecework is an example of

(a) Time based pay

(b) Performance based pay

(c) Bonuses

(d) Promotion

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10. Elton Mayo and his team believed In the positive nature of

   (a) Managers (b) Management

   (c) Employees (d) All of the above

Section B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the meaning of HRM and state its scope.

   Or

   (b) Write the functions of HRM.

12. (a) Why is it important for organisations to do an effective job of recruiting?

   Or

   (b) Write the various sources of recruitment.

13. (a) Briefly write a note on succession management.

   Or

   (b) State the need for performance appraisal in an organization.

14. (a) Write the methods of appraisal.

   Or

   (b) Give a brief note on 360 degree feedback.

15. (a) Write the functions of Trade Union.

   Or

   (b) Explain the functions of ILO.

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Section C (5 × 8 = 40)

Answer **all** questions.

16. (a) Elucidate the Qualities of Human Resource Manager.

Or

(b) Discuss the challenges of human resources manager in the functioning of an organization.

17. (a) Suppose a key employee has just resigned and you are the department manager. After you have sent your request for replacement, how could you help the recruiter to find the best replacement?

Or

(b) Define selection. Explain the process of selection.

18. (a) Explain the steps in the training and development process.

Or

(b) Elucidate the methods used for developing executives in an organization.

19. (a) Explain the productivity analysis in healthcare.

Or

(b) Describe the determinants of motivation.

20. (a) Explain the occupational hazards associated in an organization.

Or

(b) Describe the laws relating to industrial relation.

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

First Semester

Health Service Management

HOSPITAL INFORMATION SYSTEMS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. In a hospital information system the following type of information is strategic

    (a) Opening a new children's ward

    (b) Data on births and deaths

    (c) Preparing patients' bill

    (d) Buying an expensive diagnostic system such as CAT scan

2. ————— transcribe pre recorded dictation, creating medical reports.

    (a) Physicians

    (b) Transcriptionist

    (c) Coders

    (d) Nursing assistants

3. In Patients stay overnight in the facility for ————————— are Provided with room and board and nursing services.

(a) rehabilitation services,

(b) 24 or more hours,

(c) emergency care,

(d) 12-23 hours

4. Health promotive services not includes

(a) Growth monitoring

(b) Health screening

(c) Mental counselling

(d) Treatment of ARI

5. ————————— is the practice and precautions taken protect to valuable information from unauthorised access, recording, disclosure or destruction.

(a) Network Security

(b) Database Security

(c) Information Security

(d) Physical Security

6. ————————— has the widest range of temperature measurement.

(a) RTD

(b) Mercury thermometer

(c) Thermocouple

(d) Thermistor

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7. The amplifier from the following that has a limited frequency response is ————————

   (a) dc amplifiers   (b) differential amplifier

   (c) AC amplifiers   (d) carrier amplifiers

8. ———————— resolution analog-to-digital converter is used in digitization of ECO signal in signal conditioning.

   (a) 16 bit   (b) 12 bit

   (c) 32 bit   (d) 64 bit

9. SMTP is an acronym for:

   (a) Simple Mail -Transport Protocol

   (b) Simple Mail Terminal Protocol

   (c) Simple Mail Transfer Protocol

   (d) Simple Mail Transition Protocol

10. By converting which signals into variations of tight intensity falling onto the film is recording on photographic film done in optical recording of sound?

    (a) Video

    (b) Audio

    (c) Both video and audio

    (d) Transmission

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Answer **all** questions

11. (a) Describe the importance of information in hospital systems.

Or

(b) Elucidate the role of IT in hospital management.

12. (a) Write the advantages of paper record maintained in hospital services.

Or

(b) Give a brief note on optically scanned records.

13. (a) What is analysis phase in information systems cycle.

Or

(b) Explain how confidentially are maintained in hospital information systems?

14. (a) Elucidate the usage of WEB in hospital services. Explain with illustrations.

Or

(b) Explain any two software used in hospital services.

15. (a) Describe the historical perspective of tele health.

Or

(b) Write briefly on knowledge management.

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Part C　　　　　　　　$(5 \times 8 = 40)$

Answer **all** questions.

16. (a) Explain how the information technology will help the hospital management in maintaining the heath care records for future references.

Or

(b) Elucidate the role of EHR system? Explain its benefits.

17. (a) Elucidate the functions of health record with illustration.

Or

(b) What is meant by computer crime? Explain the Initiatives taken to overcome such crimes in hospital services.

18. (a) Explain how to protect privacy and confidentiality of data in an organization.

Or

(b) Elucidate the role of healthcare professionals in securing the data.

19. (a) What is electronic communication? State its uses for hospital services.

Or

(b) Explain the role of electronic communication in hospital management.

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20. (a) Elucidate the barriers to information technologies implementation in hospital services.

Or

(b) Explain the future trends in informatics.

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

First Semester

Health Service Management

BUSINESS COMMUNICATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** the questions.

Choose the correct answer

1. Which of the following are examples of oral communication?

    (a) Meetings, memos and presentations

    (b) Meetings, memos and performance reviews

    (c) Meetings, presentations and performance reviews

    (d) Reports, presentations and performance reviews

2. All the following are external stakeholders of an organization, except:

    (a) Media   (b) Government

    (c) Suppliers   (d) Shareholders

3. Functional coordination is one important reason for communicating with:

    (a) Superiors   (b) Peers

    (c) Subordinates   (d) Employees' unions

4. Listening has been identified as one of the "seven habits of highly effective people" by:

   (a) Lund steen   (b) Stephen Covey

   (c) Lee lacocca   (d) Tom Peters

5. Another name for dialogic listening is

   (a) Empathetic listening

   (b) Therapeutic listening

   (c) Relational listening

   (d) Active listening

6. Writing style can be improved through the use of:

   (a) Jargon   (b) Slang

   (c) Simple words   (d) Metaphors

7. Reading refers to which element of the communication process?

   (a) Encoding   (b) Decoding

   (c) Message   (d) Channel

8. All the following are characteristics of meetings, except:

   (a) Focused   (b) Planned

   (c) Highly formal   (d) Structured

9. One characteristic of a memo is:

   (a) Formal

   (b) Tool for external communication

   (c) Concise

   (d) Pretentious

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10. The quality of a report is determined mainly by:

    (a) The language of the report

    (b) The visual aspects

    (c) The length of the report

    (d) The accuracy of the data

Part B   (5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the barriers to communication in business organizations.

Or

    (b) Briefly explain the formats of written forms of communication.

12. (a) Discuss the application of the Johari Window model of communication in Organizations in detail.

Or

    (b) Elaborate the various steps involved In the process of communication.

13. (a) Elaborate the Electronic writing process.

Or

    (b) Write short notes on the Voice Message Recording System.

14. (a) Distinguish between formal and informal reports.

Or

    (b) What are the characteristics of grapevine communication?

15. (a) Explain Verbal and Non-verbal Communication.

Or

    (b) Give an account of the essentials of a good research report.

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Answer **all** the questions.

16. (a) What are 7 C's of Communication?

Or

(b) "Communication is the life blood of any business organization." Comment and explain objectives of business communication.

17. (a) Discuss the role of fax, email and video conferencing in communication.

Or

(b) Give certain important tips to become a good listener.

18. (a) "Group Discussions are always not good". Do you agree with this statement? Discuss.

Or

(b) "Applying the principles of effective communication in writing skills'. Explain it and discuss the principle of effective communication.

19. (a) What are the essentials of a business letter?

Or

(b) As an Editor of a Daily Newspaper, draft a report on the Youth Festival conducted in your institution.

20. (a) Elaborate upon the tools of electronic writing.

Or

(b) Develop a Questionnaire for the topic of your own choice.

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