C–2147	Sub. Code
	92111

M.B.A. DEGREE EXAMINATION, APRIL 2024.

First Semester

Health Service Management

HEALTH MANAGEMENT PROCESS AND BEHAVIOUR

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define management.

2.   What are the levels of management?

3.   What is meant by decision-making?

4.   What is meant by planning?

5.   What is meant by organization structure?

6.   Brief the need for informal organization.

7.   What is meant by stress management?

8.   Define attitude.

9.   What is meant by group dynamics?

10.   What do you understand by benchmarking?

Answer **all** questions.

11. (a) Explain the functions of top-level management.

Or

(b) Is management a profession? – Present your views.

12. (a) Describe the steps involved in the process of decision-making.

Or

(b) What are the limitations of planning? – Discuss.

13. (a) Why delegation of authority is important? – Discuss.

Or

(b) Explain the importance of span of control.

14. (a) Discuss the different types of motivation.

Or

(b) Describe the steps involved in the process of communication.

15. (a) Explain the different types of innovation with examples.

Or

(b) State the factors affecting the group dynamics.

C–2147

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

Answer **all** questions.

16. (a) Explain the skills required for managers in the healthcare industry.

Or

(b) Discuss the different techniques of decision-making.

17. (a) Explain the various types of organizational structure with suitable illustrations.

Or

(b) Discuss the causes and effects of stress.

18. (a) Enumerate the different styles of leadership with examples.

Or

(b) How will you transform your organization into creative and innovative one? – Discuss.

————————

C–2147

C–2148	Sub. Code 92112

M.B.A. DEGREE EXAMINATION, APRIL 2024.

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 in detail what is its significance?

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 by him Rs 65.

13 Commission paid to our agent Rs.530.

14 Office furniture purchased from Keshav Rs. 200.

14 Rent paid Rs. 50.

14 Electricity charges paid Rs. 10.

16 Drew cheque for personal use Rs. 700.

17 Cash sales Rs. 2,500.

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

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

22 Drew cheque for petty cash Rs. 150.

C–2148

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 a funds flow statement? How is it prepared?

Or

(b) The following information is given to you:
Current ratio 2.5, Working Capital 90,000.
Find out (i) Current assets (ii) Current liabilities

15. (a) Explain the Limitations of Marginal Costing.

Or

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

Part C (3 × 10 = 30)

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. 2,500.
5. Paid cartage Rs. 20.
6. Sold goods for cash Rs.2,550.
7. Sold good for cash to Avtar Rs.240.
8. Sold goods to Mahendran 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.

3

C–2148

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 31.3.2009.

Stock on 1.4.2008	3,000	Sales	72,000
Purchases	25,000	Purchase returns	4,000
Wages	4,000	Interest received	6,000
Sales returns	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 2009 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

(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

———————

4

C–2148

C–2149	Sub. Code 92113

M.B.A. DEGREE EXAMINATION, APRIL 2024.

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.   Paraphrase the term scarcity.

2.   What is meant by opportunity cost?

3.   What is meant by law of demand?

4.   Define supply.

5.   State any two requisites of monopolistic competition.

6.   What is meant by a kinked demand curve?

7.   List the healthcare developmental projects in India.

8.   What is meant by health policy?

9.   What are the components of health expenditure?

10. Give meaning to public health.

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the difference between economic theory and managerial theory.

Or

(b) Explain the nature of economics.

12. (a) Explain the law of demand with assumptions.

Or

(b) Give reasons for the importance of value for money in health.

13. (a) Brief about the various types of monopolies.

Or

(b) Describe the features of oligopoly.

14. (a) Outline the benefits of National Health Care Programs.

Or

(b) Explain the need for identifying the problems in the health systems of India.

15. (a) Explain the objectives of national health policy.

Or

(b) What is the need for an indigenous system of health care services in India?

C–2149

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

Answer **all** questions.

16. (a) Discuss the various fundamental concepts of economics with examples.

Or

(b) Explain the economical functions of markets in the modern economy.

17. (a) Enumerate the various determinants of the supply of health services in India.

Or

(b) Explain the different conditions to determine the price in an oligopoly market.

18. (a) Discuss the parameters to evaluate the effectiveness of the national health policy of India.

Or

(b) Explain the need and objectives for the intervention of government in the health expenditure of India.

————————

C–2149

C–2150		Sub. Code
		92114

M.B.A. DEGREE EXAMINATION, APRIL 2024.

First Semester

Health Service Management

HUMAN RESOURCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What do you mean by HRM?

2. What is human resource planning?

3. Name any four training techniques

4. Write down the uses of Performance Appraisal.

5. What are the benefits of motivation?

6. What are social security measures?

7. What do you mean by collective bargaining?

8. What are the purpose of Labour relations?

9. What do you mean by Human Resource Audit?

10. Write down the nature of Human Resource Audit.

Answer **all** questions.

11. (a) Write a note on nature of HRM.

Or

(b) What are the sources of man power recruitment?

12. (a) How would you identify the training needs in an organisation?

Or

(b) Write down the merits and demerits of Performance Appraisal.

13. (a) What are the importance of Human Resource Audit?

Or

(b) What are the requisites for successful human resource planning?

14. (a) What are the types of incentives? Explain.

Or

(b) What are the techniques to increase motivation?

15. (a) Critically evaluate the various types of engagement drivers.

Or

(b) What are the importance of workers participation in management?

C–2150

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the differences between Personnel Management and HRM?

Or

(b) Illustrate contemporary techniques of training for trainers.

17. (a) What are the components of remunerations? What are the requisites for the success of remuneration?

Or

(b) Explain in detail the various approaches of Human resources Audit.

18. (a) Discuss the recent trends in Human Resource development and bring out its impact on business management.

Or

(b) List out the benefits of on the job training and off the job training.

————————

3 **C–2150**

C–2153	Sub. Code
	92115

M.B.A. DEGREE EXAMINATION, APRIL 2024.

First Semester

Health Service Management

HEALTH MANAGEMENT INFORMATION SYSTEM

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What is information?

2.   What is attribute?

3.   What is bit?

4.   What is data mart?

5.   What is knowledge management?

6.   What is Data Mining?

7.   ERP stands for what?

8.   Expand SPSS.

9.   What is network data base?

10.   Write a example for E-commerce?

Answer **all** questions.

11. (a) Write out the difficulties of Managing Data.

Or

(b) What are the basic characteristics of data warehouse?

12. (a) How the knowledge management cycle works?

Or

(b) Write out the advantages of MIS is Hospitality system.

13. (a) Which technology is used in ERP?

Or

(b) Write a role of cloud computing in Information Management.

14. (a) What is the use of IT in E-Commerce?

Or

(b) Can you use Excel as a data base? How.

15. (a) Write out the skills required for a MIS executive?

Or

(b) What are the four types of Database Management System?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) If you were a CIO, which of the four types of IT cultures would you pursue? Why?

Or

(b) Draw Data ware house frame work with its views.

17. (a) Write a note on Electronic medical record system with its cons.

   Or

   (b) Is cloud computing It or computer science? How? Explain.

18. (a) What kind of IT skills are required for E-Commerce with its model.

   Or

   (b) How do you make MIS in Excel? Draw a model.

————————

3 C–2153

C–2154		Sub. Code
		92116

M.B.A. DEGREE EXAMINATION, APRIL 2024

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 the term 'Risk'.

2.   List out the objectives of financial management.

3.   How do you compute the cash inflows?

4.   What are the disadvantages of payback period method?

5.   State the different forms of dividend.

6.   What are the factors affecting cost of capital?

7.   Explain the concept of net working capital.

8.   What is Trade credit?

9.   State the advantages and disadvantages of derivatives.

10.   Write short note on types of financial statements.

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

Answer **all** questions.

11. (a) What are the differences between wealth maximization and profit maximizations.

Or

(b) Enumerate the importance of time value of money.

12. (a) Explain the project selection process under capital rationing.

Or

(b) State the limitations of financial statement.

13. (a) From the following data, calculate financial leverage. Sales 15,000 units, Rs.25 per unit as the selling price. Variable cost Rs.5 per unit Fixed cost Rs.35,000 Interest Cost Rs.15,000.

Or

(b) Write short notes on forms of dividend.

14. (a) Explain the concept of gross and net working capital.

Or

(b) What are the objectives of cash management?

15. (a) State the advantages of hire purchase.

Or

(b) What are the functions of new issue market?

C–2154

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the nature and scope of financial management.

Or

(b) Discuss the significance of capital budgeting decision.

17. (a) Describe the determinants of a sound dividend policy.

Or

(b) Explain the short term sources available for working capital.

18. (a) Describe the differences between hire purchase and leasing.

Or

(b) What is a comparative statement? and also explain the importance of comparative statement analysis.

_____

         C–2154

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Health Service Management

RESEARCH METHODOLOGY AND STATISTICS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is meant by sample survey?

2.   Define measurement and scaling.

3.   State the different types of sampling

4.   Give a brief note on data collection.

5.   What is meant by null hypothesis?

6.   State the reasons for categorization of data.

7.   Define Type I error.

8.   Give a brief note on sample size calculation?

9.   State the difference between T test and ANOVA.

10.   What are all the components of research report?

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

Answer **all** questions.

11. (a) Detail the steps of sample survey.

Or

(b) Discuss about research problem in detail?

12. (a) Elaborate about tools of research.

Or

(b) Explain the steps for Data collection.

13. (a) Explain how to design conceptual framework with example.

Or

(b) Discuss in detail how to write interpretation.

14. (a) Bring out how to categorize data.

Or

(b) Discuss in detail about quartile deviation and standard deviation.

15. (a) Detail the factor analysis.

Or

(b) Discuss in detail about sample size calculation.

C–2155

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate probability sampling and non-probability sampling with example.

Or

(b) Explain null hypothesis and alternate hypothesis.

17. (a) Differentiate categorical and numeric data with example.

Or

(b) What is rank correlation? Explain in detail.

18. (a) Explain in detail about T Test and F test with example.

Or

(b) Discuss in detail about components and types of research reports.

————————

3 **C–2155**

M.B.A. DEGREE EXAMINATION, APRIL 2024.

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. Define Material Management.

2. What is Material Cycle?

3. What is purchasing system?

4. What is Arbitration?

5. What is Equipment Utilization?

6. What do you mean by Maintenance?

7. What is Planning store?

8. What is Condemnation?

9. What is Inventory Control?

10. What is Packaging?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role, need and strategies of aggregative planning in materials management

Or

(b) Briefly explain the manufacturing planning and control systems with suitable examples.

12. (a) Discuss the advantages and Limitations of International Purchasing.

Or

(b) Discuss about the conditions of Contract.

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

Or

(b) Explain the objectives and control techniques of policy decisions with suitable examples.

14. (a) Explain in details about the stores accounting and stock verification Systems.

Or

(b) Brief note on :

(i) Mixed buying strategy

(ii) Price determination.

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

Or

(b) Discuss about the Waste Management.

2 C–2156

Answer **all** questions.

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

Or

(b) Explain in details about the stores accounting and stock verification Systems.

17. (a) Discuss the various price forecasting methods in materials management.

Or

(b) Discuss the important role and types of Packaging Material.

18. (a) How the policy decisions made in inventory management? How the production manager should play in making decisions in the organization?

Or

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

————————

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Health Service Management

MARKETING MANAGEMENT AND HEALTH CARE SERVICES MARKETING

(2016 onwards)

Duration : 3 Hours　　　　　　Maximum : 75 Marks

Part A　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What is marketing?

2. Define consumer behaviour.

3. Define strategic marketing.

4. What is customer satisfaction?

5. Define service encounter.

6. Write a short note on product strategy.

7. What is a new product decision?

8. What are the elements of sales promotion?

9. State the significance of online business.

10. What are the methods of data Collection?

Answer **all** questions.

11. (a) Discuss the steps involved in marketing strategy planning for service organizations.

Or

(b) Explain the factors of environmental analysis.

12. (a) Describe the marketing mix for Service Industries.

Or

(b) Explain the various methods to measure Consumer Perception.

13. (a) What is a new Product? How is it Developed?

Or

(b) What are the Objectives of Service Segmentation? Explain with examples.

14. (a) Briefly explain the steps involved in pricing.

Or

(b) Explain the characteristics of the Distribution Channel.

15. (a) Explain the Process of Marketing Research.

Or

(b) Discuss the importance of On–line Marketing.

C–2157

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain 7 Ps of Marketing.

   Or

   (b) Discuss the difference between Industrial Vs Individual buying behaviour.

17. (a) Explain the steps involved in advertising strategies and explain them with examples.

   Or

   (b) What are the factors which influence Consumer Behaviour in the purchase of a product? Explain it.

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

   Or

   (b) Explain the functions of Marketing Research.

———————

3

C–2157

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Health Service Management

OPERATIONS MANAGEMENT–I

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What are the major challenges of front office?

2. Define medical audit.

3. Define quality.

4. Mention the importance of emergency services in a hospital.

5. State the various types of ICU.

6. What are the functions of genetics laboratory?

7. Mention the need for hospital waste disposal system.

8. What are EMR and MLC cases?

9. What is time office and recruitment policy?

10. What are the functional divisions of hospital laboratory?

Part B   (5× 5 = 25)

Answer **all** the questions.

11. (a) Explain the rules and regulations that are followed by the hospital during the admission of MLC cases.

Or

(b) Describe the assembling and coding in medical records department.

12. (a) Describe the functions and procedures followed in the Nephrology Department.

Or

(b) Explain the roles and importance of house keeping department.

13. (a) Suggest suitable and ideal location and layout for the pharmacy department.

Or

(b) Explain the significance of PRM in Hospital.

14. (a) Discuss the functions of Radiology department.

Or

(b) Explain the duties and responsibility of ICU care nurses.

15. (a) Explain the various steps involved in hospital waste management.

Or

(b) Discuss the modalities followed by physiotherapy department.

2   C–2158

Part C   (3 × 10 = 30)

Answer **all** the questions.

16. (a) Illustrate the process of filing and various procedures followed by the Medical Records Department in maintaining the medical records.

Or

(b) Elaborate on the ambulatory services and its uses. What are the duties and responsibilities of Ambulance services?

17. (a) Critically evaluate the healthcare system generally practiced in India and suggest measures of improvement.

Or

(b) Explain the administrative procedure and patient handling system of Cardiology department.

18. (a) Pest control and proper waste disposal are some of the key responsibilities of housekeeping management'– Comment.

Or

(b) State and discuss the important factors that should be considered while outsourcing the hospital housekeeping.

————————

3   C–2158

M.B.A. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Health Service Management

HEALTH CARE AND WELLNESS

(2016 onwards)

Duration : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** the questions.

1. What are the four components of a healthcare system?

2. Enumerate the Concepts of well being.

3. List the symptoms of communicable disease.

4. What are the five component of healthcare?

5. Write a note on cardiovascular system.

6. List the measurement of vital signs.

7. Write the benefits of Ayurveda.

8. What are the roles of health professionals?

9. What are the Four major services in healthcare?

10. Write short notes on waste disposal.

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

Answer **all** questions.

11. (a) Explain the symptoms of non communicable disease.

Or

(b) Enumerate the immunization programme.

12. (a) Write a notes on body Functions.

Or

(b) What are the sterilization techniques? Explain.

13. (a) What are the treatment modalities in anatomy?

Or

(b) Explain the concept of the health and its determinants.

14. (a) Explain GI system and nervous system.

Or

(b) What do you mean by excretory? Explain.

15. (a) Discuss about measurement of vital signs.

Or

(b) Explain the symptoms of common disease.

2   C–2159

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Detailed about the anatomy and physiology.

Or

(b) Briefly explain the health and steps to taken for being healthy.

17. (a) Explain the various system of medicine.

Or

(b) Discuss about the musculoskeletal system.

18. (a) (i) Explain about

(1) infection control

(2) Waste disposal

(ii) Explain about sterilization techniques.

Or

(b) Discuss in detail about crisis management.

————————

C–2159

C–2160	Sub. Code
	92126

M.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Health Service Management

QUALITY MANAGEMENT IN HEALTH CARE

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Quality for profit.

2.   Define Service Quality.

3.   What is ISO Auditing?

4.   Define Quality Circle.

5.   What is Peer Review?

6.   What is Co-ordination?

7.   What is meant by resistant to change?

8.   Define Cost of Quality

9.   What is retro Sphere review?

10. Define Lean Six sigma.

Answer **all** questions.

11. (a) Explain the Service Quality Management?

   Or

   (b) Write a detailed note on Competitive Benchmarking.

12. (a) Describe the purpose of Quality assurance in detail.

   Or

   (b) Provide a detailed note on Statistical process control.

13. (a) Explain the process of Professional review in detail.

   Or

   (b) Write a detailed note on different types of six sigma belts.

14. (a) Provide a detailed account on TPM?

   Or

   (b) Briefly explain their Standards.

15. (a) Explain the Basics of Productivity.

   Or

   (b) Explain the motion economy.

C–2160

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

Answer **all** questions.

16. (a) Describe the various committees and their role in hospital to obtain NAHH accreditation.

    Or

    (b) Describe the Statistical Process control.

17. (a) Explain the Mechanics of the review in detail.

    Or

    (b) Explain the Benefits of performance management.

18. (a) Explain the theory, practices and purpose of quality assurance.

    Or

    (b) Describe the Management of process quality in detail.

————————

C–2160

C–2161	Sub. Code
	92131

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Health Service Management

OPERATIONS RESEARCH

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define Operations Research.

2. What are slack and surplus variables?

3. What is PERT method?

4. Define safety stock.

5. What is Economic order quantity?

6. Define Sequencing.

7. Write is salvage value?

8. What is spanning tree?

9. Define a queue. Classify Queuing models.

10. What is the efficiency of M/M/S model?

Answer **all** questions.

11. (a) Solve by graphically

Minimize $Z = 3X^1 + 2X^2$

Subject to $5X^1 + X^2 \geq 10$

$$X^1 + X^2 \geq 6$$
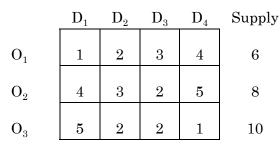$$X^1 + 4X^2 \geq 12$$
$$X^1, X^2 \geq 0.$$

Or

  (b) Discuss the applications of LPP in managerial decision-making.

12. (a) Solve the following assignment problem. Cell values represent cost of assigning job A, B, C and D to the machines I, II, III and IV.

Machines Jobs	I	II	III	IV
A	10	12	19	11
B	5	10	7	8
C	12	14	13	11
D	8	15	11	9

Or

2 **C–2161**

(b) Obtain an initial basic feasible solution to the following transportation problem using least cost method.

	D_1	D_2	D_3	D_4	Supply
O_1	1	2	3	4	6
O_2	4	3	2	5	8
O_3	5	2	2	1	10
Demand	4	6	8	6	10

Here O_i and D_j denote ith origin and jth destination respectively.

13. (a) (i) Distinguish between PERT and CPM.

   (ii) Distinguish between Free float and Independent float.

Or

(b) The following details are available regarding a project : Determine the critical activities, the critical path and the project completion time.

Activity	Predecessor Activity	Duration (Weeks)
A	–	3
B	A	5
C	A	7
D	B	10
E	C	5
F	D, E	4

C–2161

14. (a) On an average 96 persons per 24-hour day require the service of an astrologer. Also on an average, a person requires 10 minutes of active attention. Assume that the astrologer can handle only one person at a time. Suppose that it costs the service Rs. 100 per person engaged to obtain an average servicing time of 10 minutes, and that each minutes of decrease in this average time would cost Rs. 10 per person treated.

How much would have to be budgeted by the astrologer to decrease the average size of the queue from one and one-third person to half person?

Or

(b) Describe the model (M/M/C):(FIFO/∞/∞) and the steady-state analysis for queuing.

15. (a) Elucidate the approaches for decision making under risk and uncertainty in various situations.

Or

(b) Explain about Monte-Carlo simulation model.

Section C (3 × 10 = 30)

Answer **all** questions.

16. (a) Using simplex method solve the LPP

Maximize $Z = 3X^1 + 2X^2 + 5X^3$

Subject to constraints

$$X^1 + 4X^2 \leq 420$$
$$3X^1 + 2X^3 \leq 460$$
$$X^1 + 2X^2 + X^3 \leq 430.$$

Or

4

(b) Find the initial basic feasible solution for the following transportation problem by VAM :

	D_1	D_2	D_3	D_4	Supply
S_1	11	13	17	14	250
S_2	16	18	14	10	300
S_3	21	24	13	10	400
Requirement	200	225	275	250	

17. (a) Five jobs (J1, J2, J3, 34 and J5) need to be processed in a factory Each job can be assigned to any of the five different machines (M1, M2, M3 M4 and M5) The time durations taken (in minutes) by the machines for each of the jobs, are given in the table. The total processing time is minutes Determine how each job could be assigned to a specific machine in such a way that the total processing time is minimum. Solve this problem, using Hungarian method.

		Machines				
		M1	M2	M3	M4	M5
	J1	40	30	50	50	58
	J2	26	38	60	26	38
Jobs	J3	40	34	28	24	30
	J4	28	40	40	32	48
	J5	28	32	38	22	44

Or

C–2161

(b) A mechanic repairs 4 machines. The mean time between service requirements is 5 hours for each machine and forms an exponential distribution. The mean repair time is 1 hour and also follows the same distribution pattern. Machine down time costs Rs. 25 per hour and the mechanic costs Rs. 55 per day.

Find :

(i) Expected number of operating machines,

(ii) The expected down time cost per day,

(iii) Would it be economical to engage two mechanics, each repairing only two machines?

18. (a) Discuss the principles and applications of simulation. What are the advantages and limitations of simulation?

Or

(b) Four jobs 1, 2, 3 and 4 are to be processed each of the five machines A, B, C, D and E in the order ABCDE. Find the total minimum elapsed time if no passing of jobs is permitted. Also find the idle time for each machine.

Machines	Jobs			
	1	2	3	4
A	7	6	5	8
B	5	6	4	3
C	2	4	5	3
D	3	5	6	2
E	9	10	8	6

————————

C–2161

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Health Service Management

COUNSELLING

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   List out the principles of counselling.

2.   Outline the term counselling.

3.   Define communication.

4.   Write the benefits of online interview.

5.   Write short note on counsellor counselee relationship.

6.   List out the qualities of a counsellor.

7.   Define group therapy.

8.   List out the reasons for alcoholism.

9.   Recite the term marital counselling.

10. Define the term ethics.

Answer **all** questions.

11. (a) Examine the concept of counsellor in counselling profession.

Or

(b) Classify the basic theories of counselling in detail.

12. (a) Discuss the significance of transactional analysis in detail.

Or

(b) List and explain the merits and demerits of online interview.

13. (a) Elaborate the roles and responsibilities of a counsellor in detail.

Or

(b) Categorise the challenges faced by counsellors in counselling with suitable examples.

14. (a) Determine the causes of Addiction/Anxiety.

Or

(b) Critically discuss the effectiveness of group therapy in overcoming addiction/anxiety.

15. (a) Identify the causes and remedies for stress in detail.

Or

(b) Discuss the need for ethical standards in counselling.

C–2162

Part C   (3 × 10 = 30)

Answer **all** questions.

16.   (a)   Detail the different approaches to counselling in detail.

              Or

      (b)   Criticize the barriers in communication and suggest suitable measures to overcome in detail.

17.   (a)   Determine the characteristics and types of interview in detail.

              Or

      (b)   Analyze the reasons for suicidal thoughts and suggest suitable measures to overcome such thoughts.

18.   (a)   Elaborate the professional codes of ethics in detail with suitable examples.

              Or

      (b)   Examine the significance of different approaches in treating depression.

————————

C–2163	Sub. Code
	92133

M.B.A. DEGREE EXAMINATION, APRIL 2024

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.　Who can avail of surrogacy?

2.　Who regulates surrogacy?

3.　State of nursing home quality before and during COVID-19.

4.　What about Human Cloning?

5.　Define hospital.

6.　What are the various types of hospitals?

7.　Define hospital waste.

8.　What is material management in Hospital?

9.　What do you mean by 'insurance'?

10.　What do you mean by term 'Insurer' and 'Insured'?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about Zygote Intrafallopian Transfer (ZIFT).

Or

(b) Explain about the Legal Issues Pertain to Surrogacy.

12. (a) How the federal requirements for nursing home oversight enforced?

Or

(b) Explain the federal nursing home requirements evolved over time.

13. (a) Explain Parental and Quasi-parental Authority in detail.

Or

(b) Explain Judicial and Quasi-judicial Authority.

14. (a) What are various benefits of manpower planning for a hospital?

Or

(b) Explain about the Medico legal requirements of hospital record.

15. (a) What are the primary benefits of a life insurance plan?

Or

(b) Explain the Objectives of IRDAI.

C–2163

Answer **all** questions.

16. (a) Dismissal of an individual workman to be deemed to be an industrial dispute – Discuss.

Or

(b) Authorities under this act – Describe.

17. (a) Explain the purpose of surrogacy agreement.

Or

(b) What are the legal issues with reproductive technologies?

18. (a) Explain the important case laws on defences to the law of torts.

Or

(b) Describe the remedies for Defamation.

———————

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Health Service Management

OPERATION MANAGEMENT – II

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by Operation management?

2. Define E.T.O.

3. What is Inventory control?

4. Write about RDA (Recommended Dietary Allowance).

5. Define breakeven point.

6. Define LIFO.

7. What is Protocols?

8. Write three garden rules of material management.

9. Write two objectives of dietary department.

10. Define – cardiothoracic.

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

Answer **all** questions.

11. (a) Prepare a flow chart for setting operation theatre.

   Or

   (b) Describe the methods of storing medical equipments.

12. (a) Discuss the part played by OT in displaying the quality of the hospital.

   Or

   (b) Briefly explain the Functions of Store.

13. (a) Write short notes on personal hygiene factors for food handlers.

   Or

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

14. (a) Prepare a flow chart far F and B department.

   Or

   (b) Write an setting up of blood bank lay out.

15. (a) Relate the principles of management to nursing administration.

   Or

   (b) Duties of nursing superintendent.

C–2164

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Brief about the evaluation of nursing can in hospitals.

Or

(b) Explain the Administrative procedures of operation theatre.

17. (a) Main objectives of CSSD department.

Or

(b) Explain about ICU functions and set up.

18. (a) Write short note on facilities and space requirements write sitting up operation theatre.

Or

(b) Describe the training methods for Nursing.

———————

3 **C–2164**

C–2165	Sub. Code
	92135

M.B.A. DEGREE EXAMINATION, APRIL 2024

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 are the major classification of hospitals?

2. What is hospital utilization?

3. What is 'Bed day'?

4. What is staffing?

5. What is health clinic?

6. Define the term physician.

7. What is in patient care?

8. What do you know about antenatal clinic?

9. What is private hospital?

10. What is primary care?

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

Answer **all** questions.

11. (a) How the private hospitals distinguish from public hospitals?

Or

(b) What are the preliminary actions taken for determining the area for the hospital?

12. (a) Write out the duties of medical staff.

Or

(b) State the general problems faced in-patient accommodation.

13. (a) List out the various hospital services provided.

Or

(b) How the hospitals expand their growth?

14. (a) What are the works to be considered in the aspect of out patient work?

Or

(b) Why the prefect and scientic planning needed for hospitals?

15. (a) State the general practice provided in the recovery ward.

Or

(b) Write the scope of corporate hospitals.

2

C–2165

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) State the different methods for the calculation of the number and distribution of technical services.

Or

(b) Determine the requirements of the planning team for the new hospital.

17. (a) State the relationship between the hospital and public health services.

Or

(b) Describe the facilities provided for the operating suite in the hospital.

18. (a) Draw a structural pattern of mental health facilities in hospitalisation.

Or

(b) State the provisions made for institutional confinements for the maternity wards.

————————

C–2165

C–2166		Sub. Code
		92136

M.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Health Service Management

HEALTH CARE STRATEGIC MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is 'Strategic Management'?

2. Identify the various features of a strategy.

3. What are the elements of Mission?

4. Define corporate social responsibility.

5. Write a note on Strategic management in Multispecialty hospital.

6. What is SWOT analysis?

7. What is External environment Analysis?

8. What do you meant by Retrenchment?

9. Write a short note on 'Stop light' Model.

10. List out the name of the Quantitative factors.

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

Answer **all** questions.

11. (a) List the different levels of strategies with examples.

Or

(b) What are the importances of Strategic Management?

12. (a) What is organizational vision? Discuss its characteristics.

Or

(b) What are the dimensions of social responsibility in Health Management?

13. (a) State the features of Contextual consideration in Strategic management.

Or

(b) Analyse the methods of internal environmental analysis.

14. (a) Discuss the PORTERS model.

Or

(b) Elaborate the factor influencing strategic Choice in health care.

15. (a) Define Leadership. Explain the functions of leadership in health care system.

Or

(b) What are the elements of health care in Strategic management?

2   **C–2166**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Why is strategic planning necessary? Discuss the steps involved in strategic planning process.

Or

(b) Discuss the strengths and weakness of formal strategic planning.

17. (a) List down the different types of environmental Analysis.

Or

(b) Write a Brief note on :
    (i) PIMS model
    (ii) BCG model

18. (a) Write a detailed note on the strategies followed in family planning and welfare programmes.

Or

(b) Describe in detail about Strategy implementation and evaluation in health care system.

————————

C–2166

C–2713	Sub. Code
	92111

M.B.A. DEGREE EXAMINATION, APRIL 2024

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. Management is the process of

    (a) Managing the activities of the organization

    (b) Controlling affairs of the organization

    (c) Administering the departments of the organization

    (d) All of the above

2. Personal objective of management is concerned with

    (a) Increasing capital investment

    (b) Providing basic amenities

    (c) Fulfilling social and financial needs of the employees

    (d) All of these

3. Direct Supervising, Harmony of objectives, Unity of command, Effective Communication this are _____ of Directing

    (a) Principles

    (b) Characteristics

    (c) Elements

    (d) Goals

4. ―――――― means overseeing the employees at working see that they are work, to according to plans and policies of the oganization and keeping the time schedule, and to help them in solving their work problems

    (a) Motivation

    (b) Supervision

    (c) Inspiration

    (d) Execution

5. Communication begins with ――――――

    (a) encoding

    (b) idea origination

    (c) decoding

    (d) channel selection

6. Meso organisation behaviour is relate with

    (a) Individual behaviour

    (b) Group behaviour

    (c) Organisational behaviour

    (d) None of these

C–2713

7. A leader must

   (a) always lead with the objectives in mind

   (b) always make decisions that are popular to his people

   (c) remove those who do not support his ideas or hinder his plans

   (d) always commands and do what he feeds right

8. Nowadays, the main condition for a company to be highly. competitive is:

   (a) To develop a very good design for the product.

   (b) To improve the efficiency and the effectiveness.

   (c) To develop a good business model

   (d) To neglect products with little profit margins and focus more on products with higher profit margins

9. An organization should recognize the ——————— advantage of a diverse workforce

   (a) Monoculture   (b) Dicultural

   (c) Multicultural   (d) None of the above

10. Which of the concepts below is associated more with Japanese management than with American management?

   (a) The concept of value added as opposed to the value chain

   (b) Standard cost control as opposed to target costs

   (c) Price determines costs, as opposed to costs determines price

   (d) Constrained optimization as opposed to continuous improvement.

3

C–2713

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the meaning of Management and state the nature of management.

Or

(b) Distinguish between management and administration.

12. (a) What are the primary advantage of a decentralized organization?

Or

(b) Point out the basic guidelines which the mangers should follow while delegating the authority to subordinates.

13. (a) Write the meaning of learning and explain why is perception important in learning?

Or

(b) What is value? State its types.

14. (a) What do you mean by planned change? 'What are its objectives?

Or

(b) What is Organizational development? How does it differ from change? Enlist its features

4 C–2713

15. (a) Write a brief note on management of Innovation

Or

(b) Explain briefly on the importance of benchmark in an organization.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain Henry Fayol' s principles of management.

Or

(b) With illustration explain the importance business towards social responsibilities.

17. (a) What do you mean by staffing. How is important to an organization?

Or

(b) Elucidate the relationship between Authority and Responsibility in an organization.

18. (a) What are the barriers to communication suggest measures to overcome these barriers?

Or

(b) What do you mean by motivation? Explain the relationship between motivation and Job performance.

19. (a) A good leader is not necessarily a good manager"..
Discuss this statement and compare leadership with management.

Or

(b) What is group dynamics? How can group dynamics be used to overcome resistance to change on the part of subordinates?

5 C–2713

20. (a) Explain the Japanese management practices in organizational behaviour.

Or

(b) Describe the functions of entrepreneurial management with illustration.

————————

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Health Service Management

HOSPITAL ADMINISTRATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. The type of Day care surgical Units include all except ──────────

   (a)   Hospital Integrated Unit

   (b)   Hospital Autonomous Unit

   (c)   Hospital Satellite Unit

   (d)   Hospital Galaxy Unit

2. "Shopping window" of a hospital is ──────────

   (a)   OT   (b)   ICU

   (c)   OPD   (d)   Cafeteria Services

3. Which machine uses the temperature and pressure of the steam for disinfection?

   (a)   Laminar Airflow   (b)   Autoclave

   (c)   Oven   (d)   Water Jet

4. Laboratory and diagnostic services all of Paramount importance in a hospital because —————

   (a) The relationship formed at this stage go a long way in building overall image of the hospital.

   (b) This stage forms the initial contact point between patient and the hospital

   (c) Any amount of effort expended at this stage is less unless one can delight the patient

   (d) They properly receive the patients and brief them about the investigations

5. Follow up care and care after discharge take place in which department?

   (a) Causality   (b) Ward

   (c) OPD   (d) Emergency

6. Which department refers to sales and marketing division of a company?

   (a) Front office   (b) OPD

   (c) Canteen   (d) Causality

7. How many trained nurses should be posted for an 8 bedded ICU?

   (a) 30   (b) 20

   (c) 33   (d) 32

8. What is the another name for sterile zone?

   (a) Clean Zone   (b) Intimate Zone

   (c) Intermediate   (d) Aseptic Zone

9. The items sterilized by ETO sterlizers can be used up to ————————— months

   (a) 2 months   (b) 1 months

   (c) 5 months   (d) 6 months

C–2714

10. Vaccines should be stored at ——————— degree Celsius?

    (a) 2–5   (b) 5–8

    (c) 2–8   (d) 5–10

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Write the roles and responsibilities of managers in hospital administration?

    Or

    (b) Write a brief note on Nursing administration in hospital.

12. (a) Define hospital and explain the classification of hospitals.

    Or

    (b) Write a briefly on Supportive and Ancillary Services provided by the hospitals.

13. (a) Explain the importance of Laboratory Service in the hospitals.

    Or

    (b) Explain the different types of ICU.

14. (a) Write the objectives of operation theatre.

    Or

    (b) Give a note on Transfusion Services.

15. (a) Explain the equipment's used in central sterile supplies Department.

    Or

    (b) State the forms and registers to be maintained by the emergency department.

3   **C–2714**

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the role and responsibilities of executive and advisory board in hospital administration.

Or

(b) Explain the major functions of the hospital administrator in the smooth functioning of the hospital.

17. (a) Elucidate the different types of health care organizations.

Or

(b) Explain the challenges of Health care organization with illustration.

18. (a) Write the task performed by the Front desk in the hospital.

Or

(b) Elucidate the problems encountered in Lab and imaging service in the hospital.

19. (a) Explain the major issues faced in nursing services.

Or

(b) Explain the policies and procedures followed in the operation theatre.

20. (a) Explain the policies and procedures to be followed for medico-legal cases.

Or

(b) Elucidate the most common problems faced by the emergency department.

————————

4 C–2714

C–2715	Sub. Code
	92113

M.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Health Service Management

HEALTH ECONOMICS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. The economic concept of scarcity is expressed in a simple fashion as :

    (a) Our natural resources are running out

    (b) Certain goods (rare coins, vintage wines, etc.) are fixed in quantity

    (c) Productive resources are limited relative to human wants

    (d) Most people and countries in the world are poor

2. "Total utility" will be a maximum when:

    (a) Marginal utility is negative

    (b) Marginal utility equals price

    (c) The ratio of the respective marginal utilities is equal to the ratio of prices

    (d) Marginal utility is positive

3. The law of demand states that if there is an increase in a products selling price

   (a) The quantity demanded of that good will decrease

   (b) The quantity supplied of that good will decrease

   (c) The quantity demanded of that good will increase

   (d) The quantity supplied of that good will increase

4. Law of demand shows a relation between the —————.

   (a) Quantity demand and quantity supply of a commodity

   (b) Income and quantity demand of a commodity

   (c) Price and quantity of a commodity

   (d) Income and price of a commodity

5. The economic evaluation method that puts a monetary value on both the cost and the output is —————.

   (a) Cost analysis

   (b) Cost minimization

   (c) Cost benefit analysis

   (d) Cost utilization analysis

C–2715

6. Price discrimination is :

(a) Charging different prices to different customer because it costs the firm more to serve some customers than others

(b) Changing the firm's price frequently to respond to market conditions

(c) Charging different prices to different customers when the price differences are not based on cost differences

(d) Charging different prices to different customers based on their race or ethnicity

7. External economies of scale are usually the cost savings available to the whole ————— as a result of its —————.

(a) Business, location (b) Industry, size

(c) Industry, Location (d) Business, size

8. What kind of costing do toy manufacturing companies make use of?

(a) Multiple costing

(b) Batch costing

(c) Costing of the unit

(d) Costing for the process

9. Which is not a property of isoquant —————.

(a) Downward Sloping

(b) Convex

(c) Negative slope

(d) Positive Slope

C–2715

10. What is the reason behind the upward Sloping portion of the log-run cost curve?

   (a) Diseconomy of scale

   (b) Economy of scale

   (c) Diminishing marginal return

   (d) None of the above

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

Answer **all** questions.

11. (a) Write the nature and scope of managerial economics.

   Or

   (b) State the necessity of the manager to know about managerial economics.

12. (a) What is demand? State the determinants of demand.

   Or

   (b) Discuss the steps to be followed during demand forecasting.

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

   Or

   (b) Distinguish between perfect and monopoly market.

C–2715

14. (a) Explain briefly on Quality Adjusted Life Years.

Or

(b) Explain the issues to be considered in cost calculation.

15. (a) Write the salient features of health economics.

Or

(b) Explain briefly on economies of scale with illustration.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the principles of economics and its application it health care.

Or

(b) Explain how the micro and macro economics plays a important role in managerial decision making.

17. (a) Define demand and explain the different types of demand with illustration.

Or

(b) Explain the methods for determining the national income of a country.

18. (a) Discuss the major types of price discriminations with suitable example.

Or

(b) What are the managerial uses of understanding the market structure?

5   C–2715

19. (a) Explain the various types of costs with suitable examples.

Or

(b) Explain cost – benefit analysis with illustration.

20. (a) Discuss the managerial uses of production function.

Or

(b) Explain the factors determining health care.

———————

M.B.A. DEGREE EXAMINATION, APRIL 2024.

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. The systems of recording transactions based on dual aspect concept is called ————

   (a) Double account system

   (b) Double entry system

   (c) Single entry system

   (d) Single account system

2. An entry which is recorded both on the debit and credit side of the cash book it termed as

   (a) Complementary entry

   (b) Contra entry

   (c) Opposite entry

   (d) General Journal

3.	While computing business income, the accounting considers

	(a)	Only monetary aspects

	(b)	Non monetary aspects

	(c)	Monetary

	(d)	Both monetary and non monetary matters

4.	Bad debts is an ————

	(a)	Revenue expenditure

	(b)	Capital loss

	(c)	Revenue loss

	(d)	Actual loss

5.	Declining charge or accelerated depreciation methods

	(a)	Diminishing balance method

	(b)	Sum of years digits method

	(c)	Double declining method

	(d)	Unit of product method

6.	Funds flow statement is also known as ————

	(a)	Statement of sources and uses of funds

	(b)	Statement of sources mid application of funds

	(c)	Statement of funds flow

	(d)	All of the above

2

C–2716

7. The budgeting method under which budget is prepared from the scratch is known as
   (a) Incremental budgeting
   (b) Flexible budgeting
   (c) Static budgeting
   (d) Zero- based budgeting

8. Funds flow statement is prepared on the basis of
   (a) Profit and Loss account of the current year
   (b) The balance sheet of the previous and current year
   (c) Both (a) and (b)
   (d) None of the above

9. Funds flow statement is also known as
   (a) Statement of sources and uses of funds
   (b) Statement and sources and application of funds
   (c) Statement of Funds flow
   (d) All of the above

10. Outstanding salaries are shown as
    (a) An expenses   (b) A liability
    (c) An asset   (d) None of the above

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

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the meaning of term "Journal" and state its significance.

Or

(b) Differentiate between Interest on capital and Interest on Drawings.

3   **C–2716**

12. (a) What are the major uses of ratio analysis in financial evaluation?

Or

(b) Explain the need and significance of depreciation.

13. (a) Explain 'funds from operation'. How is it compared?

Or

(b) Why do companies prepare funds flow statement in addition to position statement?

14. (a) Write the various stages of budgeting.

Or

(b) Explain the types and elements of costing.

15. (a) What is meant by labour mix variance?

Or

(b) What are the characteristics of standard costing?

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) What is a trial balance? Explain its objectives.

Or

(b) What are Final accounts? What purpose do they serve?

4 C–2716

17. (a) Explain the circumstances under which different methods depreciation can be employed.

Or

(b) Distinguish between 'Straight Line Method" and "Diminishing balance method" of providing depreciation. Which one of the above two methods would you recommend to provide depreciation on the machineries and other equipments used in the hospitals.

18. (a) Discuss briefly the major classification of cash flow as per AS-3 (Revised)

Or

(b) What are the various sources and uses of cash flows from operating activities?

19. (a) What is budgeting? Explain the element of budgeting.

Or

(b) Elucidate the problems of budgeting in hospitals and also highlight the measures to overcome such problems.

5   **C–2716**

20. (a) Explain the significance of standard costing as a technique of cost control.

Or

(b) Outline the primary objects of standard costing. Describe briefly its uses under each of the following heads:

(i) As a measuring rod of performance

(ii) As a basis of inventory valuation

(iii) As an aid in preparing earnings budget.

(iv) As a guide in fixing selling prices.

_____

6   **C–2716**

M.B.A. DEGREE EXAMINATION, APRIL 2024.

First Semester

Health Service Management

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : Three Hours　　　　　Maximum : 75 Marks

Part A　　　　　$(10 \times 1 = 10)$

Answer **all** questions.

1. Human resource management emphasis
   (a) Development people
   (b) Punishment of people
   (c) Adoption of people
   (d) None of these

2. The process of familiarizing the new employees to the organization rules and regulations is known as
   (a) Placement　　(b) Induction
   (c) Recruitment　　(d) Selection

3. Training process is
   (a) Short term　　(b) Medium term
   (c) Long term　　(d) None of these

4. ————— is a device or situation that replicates job demands at on the job site.
   (a) Brainstorming
   (b) Simulation
   (c) Artificial intelligence
   (d) Transactional analysis

5. ———————— is the process of forecasting an organisations future demand for and supply of, the right type of people in the right number.
   (a) Human Resource Planning
   (b) Recruitments
   (c) Human Resource Management
   (d) Human Capital Management

6. Which of the following option is not the factor that hinders with the human resource planning process?
   (a) Unite the perspectives of line and staff managers
   (b) Type and quality of forecasting information
   (c) Time horizons
   (d) Environmental uncertainties

7. The uses of performance appraisals such as compensation, downsizing, layoffs and promotion are classified as
   (a) Systematic uses   (b) Subjective uses
   (c) Development uses (d) Administrative uses

8. Which is not a past-oriented method of performance appraisal?
   (a) Rating scales   (b) 360 degree appraisal
   (c) Checklists   (d) BARS

9. Compensation is a systematic approach for providing monetary value to employees in exchange for ————————
   (a) Skills   (b) Knowledge
   (c) Work performed   (d) Damages held

10. In which year did factories act come into force?
    (a) 23rd September, 1948
    (b) 1st April, 1949
    (c) 4th April, 1949
    (d) 12th September, 1948

C–2717

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Define HRM and write the objectives of HRM.

Or

(b) Write a brief note on Green HRM.

12. (a) How and why recruitment methods to be evaluated?

Or

(b) Write the importance of human resource planning.

13. (a) How is training and development programme designed?

Or

(b) What is performance appraisal? What are its objectives?

14. (a) Give a brief note on HR accounting and HR Audit.

Or

(b) Define the term Job evaluation? Explain the process of Job evaluation.

15. (a) Outline the principles of fringe benefits.

Or

(b) Explain the need for trade Union in an organization.

3   **C–2717**

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the roles and responsibilities of the Human Resource Management.

Or

(b) Elucidate the current scenario of corporate social responsibility in India and explain its importance.

17. (a) Discuss the process of HR Planning.

Or

(b) What is the relationship between selection, recruitment and Job analysis?

18. (a) Bring out the need, criteria and techniques of evaluation of training results.

Or

(b) Define the terms career, career planning and career development. Explain the career development initiatives.

19. (a) Compare and contrast Maslow's need hierarchy theory with Herzberg's two factor theory of motivation.

Or

(b) Explain the financial and non financial form of incentives provided to the employees in an organization.

20. (a) Elucidate the role of management in industrial relations.

Or

(b) Explain the pay and incentive system followed in an organization.

————————

4

C–2717

M.B.A. DEGREE EXAMINATION, APRIL 2024.

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. Medical Audit is to assess the ————— of medical records.
    (a) Quantity
    (b) Quality
    (c) Efficiency
    (d) Quantity and Quality

2. World health day is —————.
    (a) 7ᵗʰ February   (b) 7ᵗʰ June
    (c) 7ᵗʰ April   (d) 7ᵗʰ August

3. What type of Website allows visitors to create and maintain information posted on its site?
    (a) Open source site
    (b) Wiki
    (c) Knowledge construction sites
    (d) FTP site 46. The environment

4. An information system that supports the planning and assessment needs of executive management is

(a) DSS   (b) TPS

(c) ERP   (d) None of these

5. Decision makers who are concerned with tactical (short-term) operational problems and decision making are

(a) middle managers   (b) executive managers

(c) supervisors   (d) mobile managers

6. Knowledge management is

(a) a discipline

(b) based on information

(c) digital networks as used in an organization

(d) the process of capturing and using expertise

7. Data integrity constraints are used to

(a) Control who is allowed access to the data

(b) Ensure that duplicate records are not entered into the table

(c) Improve the quality of data entered for property (i.e., table column)

(d) Prevent users from changing the values stored in the table

8. Operational information is needed for

(a) Day to day operations

(b) Meet government requirements

(c) Long range planning

(d) Short range planning

C–2718

9. Error reports are an example of
   (a) Scheduled Reports
   (b) Demand Reports
   (c) Exception Reports
   (d) Predictive Reports

10. The system that provides manger with the information needed to make decisions regarding the firm's operational activities.
    (a) EIS   (b) ES
    (c) MIS   (d) EDI

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the impact of information on teaching and learning.

    Or

    (b) Write a brief note on information explosion.

12. (a) What is meant by optically scanned records? Give a brief note on it.

    Or

    (b) "Paper records maintained in hospitals are not free limitations". Elucidate.

13. (a) Write a brief note on computer crime.

    Or

    (b) How data are secured in hospital information system?

14. (a) Write the importance of electronic communication in hospital services.

    Or

    (b) Give a brief note on World Wide Web.

3   **C–2718**

15. (a) What is meant by telehealth? Outline the historical perspective on telehealth.

Or

(b) Write the impact of globalization of information technology.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the role of IT in health care system.

Or

(b) Describe the impact created by IT on Government with illustration.

17. (a) Explain the functionalities of EHR.

Or

(b) Elucidate the changing functions of the patients record.

18. (a) Explain the information systems cycle.

Or

(b) Describe the stages of system development life cycle.

19. (a) Explain the methods of accessing information.

Or

(b) Describe the various types of technology used in hospital services.

20. (a) Elucidate the future of Information Technology with illustration.

Or

(b) Explain the barriers in implementing information technology.

————————

4

C–2719	Sub. Code
	92117

M.B.A. DEGREE EXAMINATION, APRIL 2024.

First Semester

Health Service Management

BUSINESS COMMUNICATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** the questions.

1. The two broad areas of communication are
   (a) Oral and written communication
   (b) Verbal and written communication
   (c) Verbal and non-verbal communication
   (d) Oral and non-verbal communication

2. Communication with superiors involves
   (a) Problem-solving   (b) Disciplinary matters
   (c) Welfare aspects   (d) Public relations

3. The most basic type of listening is known as
   (a) Discriminative listening
   (b) Comprehension listening
   (c) Appreciative listening
   (d) Evaluative listening

4. Readability is determined mainly by:
   (a) Punctuation
   (b) Length of words
   (c) Active and passive voice
   (d) Spelling

5. Teleconferencing is not suitable for
   (a) Meetings
   (b) Interviews
   (c) Problem-solving
   (d) Keeping in touch with country offices

6. The most challenging type of meeting is:
   (a) Task-oriented meeting
   (b) Information sharing meeting
   (c) Progress meeting
   (d) Problem Solving meeting

7. One characteristic of a memo is
   (a) Formal
   (b) Tool for external communication
   (c) Concise
   (d) Pretentious

8. 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

9. The main purpose of a group discussion is to measure:
   (a) Knowledge
   (b) Personality
   (c) Group communication skills
   (d) Leadership skills

10. A press release is better known today as:
    (a) Public relations   (b) Publicity
    (c) News release   (d) Advertising

C–2719

Part B   (5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss the importance of communication in business organizations.

Or

(b) Differentiate between oral and written forms of communication.

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

Or

(b) Differentiate between Intrapersonal and Interpersonal forms of communication.

13. (a) Describe various barriers of communication.

Or

(b) Discuss in detail about Gateways of communication for effective communication.

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

Or

(b) Explain the precautions to be taken for writing good and bad news reports.

15. (a) Explain the dos and don't of oral presentations.

Or

(b) Discuss the increasing use of computers in communication in society and business as well.

3   **C–2719**

Part C (5 × 8 = 40)

Answer **all** the questions.

16. (a) Write an application for the post of an Officer trainee in a firm.

Or

(b) Imagine that you are an Officer-in-charge of a section of the clerks. Write a letter of appointment to one of the candidates offering a post.

17. (a) What is meant by Communication? How this term is used in business?

Or

(b) Write any five effective techniques, which are used in Business English.

18. (a) Elucidate the basic business presentation techniques which are useful for any business firm.

Or

(b) What are the oral and written conventions that are useful for expressing numerical information in English?

19. (a) Make a report on the flood or thought situation in your district and send it to the editor of a Newspaper.

Or

(b) You are a Project Officer at the District Adult Education Centre. Write a report on the literary activities conducted under your supervision during the current year.

20. (a) What are the team building skills that are helpful for "team building"?

Or

(b) Discuss the use of emphatic structures in English and discuss strategies for effective relationships.

————————

4