

C-5545

Sub. Code

92111

M.B.A. DEGREE EXAMINATION, APRIL 2025.

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. Which of the following best describes the scope of management?
 - (a) Limited to top-level executives
 - (b) Restricted to decision-making
 - (c) Encompasses planning, organizing, leading, and controlling
 - (d) Focused solely on financial management
2. Which of the following is a characteristic of rational decision making?
 - (a) Decisions are made impulsively
 - (b) Decisions are based on intuition
 - (c) Decisions follow a systematic and logical process
 - (d) Decisions are influenced solely by emotions

3. Delegation in management refers to:
- (a) Centralizing decision-making authority
 - (b) Assigning tasks and authority to subordinates
 - (c) Eliminating hierarchy
 - (d) Reducing organizational complexity
4. Which aspect of organization design focuses on establishing clear lines of authority and accountability?
- (a) Interdepartmental Coordination
 - (b) Formal organization
 - (c) Staffing
 - (d) Informal organization
5. Which of the following is a barrier to effective communication?
- (a) Active listening
 - (b) Providing feedback
 - (c) Filtering information
 - (d) Seeking clarification
6. A deeply held set of principles or standards that individuals use to guide their behaviour is known as:
- (a) Value
 - (b) Attitude
 - (c) Belief
 - (d) Norm
7. In group dynamics, what does cohesion refer to?
- (a) Conflict among group members
 - (b) The level of trust within the group
 - (c) The level of conformity within the group
 - (d) The degree of unity among group members

8. Which leadership style emphasizes team collaboration and participation in decision-making?
- (a) Autocratic leadership
 - (b) Democratic leadership
 - (c) Laissez-faire leadership
 - (d) Transactional leadership
9. Which aspect is often emphasized in Japanese management practices?
- (a) Individualism
 - (b) Hierarchical structure
 - (c) Group harmony and consensus
 - (d) Short-term profitability
10. What does comparative management primarily involve the study of?
- (a) Management theories and principles
 - (b) Different management styles and approaches across cultures
 - (c) Organizational structure and design
 - (d) Leadership development practices

Part B

(5 × 5 = 25)

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

11. (a) Explain the characteristics of a sound plan in management.

Or

- (b) Describe the roles and responsibilities of different levels of management.

12. (a) Compare and contrast formal and informal organizational structures.

Or

- (b) Explain briefly on directing and controlling functions of management.

13. (a) Describe the communication process in detail.

Or

- (b) Evaluate strategies for managing and shaping organizational values, attitudes and beliefs.

14. (a) Discuss the key elements that contribute to the development of organizational climate and culture.

Or

- (b) Discuss the role of power and politics in organizational dynamics.

15. (a) Explain Benchmarking.

Or

- (b) Discuss the comparative management styles and approaches.

Part C

(5 × 8 = 40)

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

16. (a) Elaborate on the steps involved in the planning process.

Or

- (b) Henri Fayol's principles are still relevant in modern management practices. Discuss.

17. (a) Explain the concept of delegation in organizational management.

Or

- (b) Discuss the steps involved in the staffing process.

18. (a) Explain the theories of motivation.

Or

- (b) Define stress. Explain the common sources of stress in the workplace. Evaluate the impact of stress on individual well-being and organizational performance.

19. (a) Discuss the role of Organizational Development (OD) interventions in fostering positive organizational change and development.

Or

- (b) Explain the different types of leadership styles.
20. (a) Elaborate the best management practices across the world with examples.

Or

- (b) Explain in detail about the Japanese management practices.
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92112

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Health Service Management

HOSPITAL ADMINISTRATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is one of the challenges in Healthcare sector.
 - (a) Increased Healthcare cost
 - (b) Increase in education
 - (c) Increase in doctor's count
 - (d) Increase in pharmacy
2. _____ refers to levels of management within a hospital.
 - (a) Hospital Organizational structure
 - (b) Infrastructure
 - (c) Laboratory
 - (d) Pharmacy
3. _____ stays inside hospital and receives treatment.
 - (a) Impatient
 - (b) Outpatient
 - (c) Inpatient
 - (d) Outsider

4. _____ treatment refers to treatment of less than 24 hours.
- (a) Day care (b) Night care
(c) Mid care (d) Complete care
5. RBC is associated with _____
- (a) Bones (b) Ears
(c) Throat (d) Blood
6. Laboratory is a place where
- (a) Enquiry is made
(b) Bills are paid
(c) First aid is done
(d) Test samples are processed
7. In MICU M stands for _____
- (a) Medical (b) Medium
(c) Median (d) Modern
8. _____ is a person who cares for the sick by visiting the patients place
- (a) Home Nurse (b) Senior Nurse
(c) Junior Nurse (d) ICU Nurse
9. In an Ambulance the word Ambulance is written as _____.
- (a) Laterally inverted
(b) Inverted
(c) In different colors
(d) Wide angle

10. _____ is the main objective of Emergency Department.
- (a) Saving Life
 - (b) Informing patients' relatives
 - (c) Billing
 - (d) Enquiring patients' information

Part B

(5 × 5 = 25)

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

11. (a) State the functions of Hospital Administrator.
Or
(b) Differentiate between clinical and non-clinical services.
12. (a) Give notes on patient registration.
Or
(b) Write a brief note on ward management.
13. (a) What are the services available in Clinical laboratory?
Or
(b) Write short notes on the common problems in labs.
14. (a) Discuss the roles of different persons involved in Operation theatre.
Or
(b) List the various tasks in Nursing services.
15. (a) Expand and explain CSSD.
Or
(b) List the distinguished features of Emergency department.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the problem-solving techniques available in hospitals.

Or

- (b) Compare and contrast supportive and ancillary services.

17. (a) How billing varies for inpatient and outpatient?

Or

- (b) Elaborate the concepts of Daycare.

18. (a) Discuss about the process carried out in Labs.

Or

- (b) What are the precautions to be followed while moving blood?

19. (a) Discuss the objectives of having Operation theaters in hospitals.

Or

- (b) Describe the various management techniques in ICU.

20. (a) List and explain various forms and registers to be maintained in Emergency Department.

Or

- (b) Describe the policies and procedures in CSSD.

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92113

M.B.A. DEGREE EXAMINATION, APRIL 2025.

First Semester

Health Service Management

HEALTH ECONOMICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is the best of definition of managerial economics?
 - (a) Q distinct field of economic theory
 - (b) A field that applies economic theory and the tools of decision making
 - (c) A field that combines theory and mathematics
 - (d) None of the above
2. Managerial economics generally refers to the integration of economic theory with business.
 - (a) Ethics (b) management
 - (c) Practice (d) All of the above
3. Desire for a product turns into demand when _____ exists.
 - (a) Advertisement (b) attainment
 - (c) Availability (d) Affordability

4. The scope of demand curve is.
- (a) Downward sloping
 - (b) Upward sloping
 - (c) Vertical
 - (d) Horizontal
5. Which of the following industries is most likely to be monopolistic competition?
- (a) The automobile industry
 - (b) The steel industry
 - (c) The car repair industry
 - (d) The electric generating industry
6. The causes for emergence of monopoly is/are.
- (a) Concentration of ownership
 - (b) Legal protection
 - (c) State regulation
 - (d) All of these
7. In how many ways cost classification to be made?
- (a) Three ways (b) Two ways
 - (c) Four ways (d) Many ways
8. A total of all direct cost is known as
- (a) Cost of production
 - (b) Cost of sales
 - (c) Prime cost
 - (d) Works cost

9. An isoquant line will be shifted farther way from the origin.
- (a) If the prices of both inputs increase
 - (b) If total cost increases
 - (c) if there is advance in technology
 - (d) All of the above
10. _____ is an expression of the technological relationship between inputs and output of an item.
- (a) Production
 - (b) Revenue function
 - (c) Production function
 - (d) All of the above

Section B

(5 × 5 = 25)

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

11. (a) Write notes on relationship of economics with management.

Or

- (b) Briefly explain the concept of managerial economics.

12. (a) Comment on micro economic aggregates.

Or

- (b) Write notes on physical policy.

13. (a) Differentiate perfect and imperfect market.

Or

- (b) How the market structure is different in health care industry?

14. (a) Explain the stages in economic evaluation.

Or

- (b) Differentiate economic cost and financial cost.

15. (a) What is health economics?

Or

- (b) Explain the concept of short run production function.

Section C

(5 × 8 = 40)

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

16. (a) Describe the nature and scope of managerial economics.

Or

- (b) Discuss the role and responsibilities of managerial economics.

17. (a) Describe the factors influencing national income.

Or

- (b) Explain the determinants of supply.

18. (a) Discuss the different pricing methods in practice.

Or

- (b) Define market structure. And explain its types.

19. (a) Describe the components of cost with examples.

Or

- (b) What is cost benefit analysis, what are its pros and cons?

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

Or

- (b) Discuss the role of technology in health care.

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92114

M.B.A. DEGREE EXAMINATION, APRIL 2025

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. Which of the following is a current liability for the firm?
 - (a) Bank over draft
 - (b) Bills payable
 - (c) Outstanding expenses
 - (d) All of the above

2. The process of entering all transactions from the journal to the ledger is called _____.
 - (a) Accounting
 - (b) Posting
 - (c) Entry
 - (d) None of the above

3. Depreciation is generated due to
- (a) Increase in the value of liability
 - (b) Decrease in capital
 - (c) Wear and tear
 - (d) Decrease in the value of assets
4. Funds Flow statement is prepared on the basis of _____
- (a) Profit and loss account for the year
 - (b) The balance sheet of the previous year
 - (c) Both (a) and (b)
 - (d) None of the above
5. _____ of the business firm is measured by its ability to satisfy its short-term obligations as they become due.
- (a) Liquidity (b) Debt
 - (c) Profitability (d) Activity
6. In cash flows when a company invest in fixed assets and short-term financial investments resulted in
- (a) Increased equity
 - (b) Increased liabilities
 - (c) Decreased cash
 - (d) Increased cash
7. The classification of fixed and variable cost is useful for the preparation of:
- (a) Master budget
 - (b) Flexible budget
 - (c) Cash budget
 - (d) Capital

8. The total of all direct cost accounting is termed as
- (a) Prime cost
 - (b) Works cost
 - (c) Cost of sales
 - (d) Cost of production
9. Cost accounting provides all of the following information
- (a) Product cost
 - (b) Cost of goods sold
 - (c) Inventory values
 - (d) Cash forecasts
10. Variances can be divided into
- (a) Variable cost variances
 - (b) Sales variances
 - (c) Fixed production overhead variances
 - (d) All of the above

Part B

(5 × 5 = 25)

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

11. (a) What are the characteristics of accounting?

Or

- (b) Differentiate book keeping with accounting.

12. (a) State and explain the causes for depreciation.

Or

- (b) List out the uses of ratio analysis.

13. (a) How do you ascertain the cash from operations?

Or

- (b) Differentiate funds flow statement with cash flow statement.

14. (a) What is budgetary control? List out its objectives.

Or

- (b) List out the advantages and assumptions of break-even analysis.

15. (a) Write notes on material mix variance and material yield variance.

Or

- (b) Explain the elements of cost.

Part C

(5 × 8 = 40)

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

16. (a) Describe the advantage and limitation of accounting.

Or

- (b) From the following trial balance, you are required to prepare the Trading and Profit and Loss Account and Balance sheet as 31st March 2023.

Particulars	Debit (Rs.)	Particulars	Credit (Rs.)
Opening stock	27,000	Creditors	22,500
Furniture	1,500	Loan	10,500
Cycle	450	Capital	37,500
Lorry	45,000	Sales	1,95,000
Debtors	24,000	Return outwards	3,000

Particulars	Debit (Rs.)	Particulars	Credit (Rs.)
Cash in hand	900	Discount earned	1,650
Cash in bank	3,600	Bills payable	12,450
Purchases	1,35,000		
Tools	750		
Return inwards	7,500		
Salaries	12,000		
Wages	16,500		
Rent	5,400		
Discount allowed	1,350		
Commission	1,050		
Postage	600		
	<u>2,82,600</u>		<u>2,82,600</u>

Adjustments:

- (i) Outstanding Salaries Rs.4,000
- (ii) Provide for 10% interest on capital
- (iii) Depreciate furniture at 10% cycle at 5% and Lorry at 20%
- (iv) Closing stock was valued at Rs.36,000;

17. (a) Discuss the methods of computing depreciation.

Or

- (b) From the following information, prepare balance sheet. Give the workings also.
 - (i) Working capital – Rs. 75,000
 - (ii) Reserves and surplus – Rs. 1,00,000
 - (iii) Bank over draft – Rs. 60,000

- (iv) Current ratio – 1.75
- (v) Liquid ratio – 1.15
- (vi) Fixed assets to proprietor's funds – 0.75
- (vii) Long-term liabilities – Nil

18. (a) Briefly discuss the utilities and limitations of cash flow statement.

Or

- (b) From the following Balance sheets, prepare Funds flow statement.

Liabilities	31.12.22 Rs.	31.12.23 Rs.	Assets	31.12.22 Rs.	31.12.23 Rs.
Share capital	2,00,000	2,50,000	Land	50,000	66,000
Retained earnings	10,000	23,000	Stock	80,000	90,000
Creditors	70,000	45,000	Debtors	1,20,000	1,15,000
			Cash	30,000	47,000
	<u>2,80,000</u>	<u>3,18,000</u>		<u>2,80,000</u>	<u>3,18,000</u>

19. (a) Describe the classification budgets.

Or

- (b) The sales turnover and profit during two years were as follows:

Year	Sales (Rs.)	Profit (Rs.)
2022	1,40,000	15,000
2023	1,60,000	20,000

Calculate :

- (i) P/V ratio
- (ii) Break-even point
- (iii) Sales required to earn profit of Rs. 40,000
- (iv) Fixed expenses
- (v) Profit when sales are Rs. 1,20,000

20. (a) Describe the scope and significance of cost accounting.

Or

- (b) From the following particulars :

Calculate :

- (i) Material price variance
- (ii) Material usage variance
- (iii) Material cost variance

Materials purchased - 3000 kgs at Rs. 6 per kg

Standard quantity of material fixed for one

Unit of finished product - 25 kgs at Rs. 4 per kg

Opening stock of material - nil

Closing stock of material - 500 kgs

Actual output during the period - 80 days

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M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Health Service Management

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does Corporate Social Responsibility (CSR) refer to in HRM?
 - (a) Maximizing profits at any cost
 - (b) Meeting legal obligations only
 - (c) Balancing organizational goals with societal expectations
 - (d) Ignoring environmental concerns
2. What is the main objective of human resource acquisition?
 - (a) Increase employee satisfaction
 - (b) Ensure workforce diversity
 - (c) Identify potential candidates for promotion
 - (d) Fulfil organizational manpower needs

3. What is the primary goal of training and development?
- (a) Increase employee turnover
 - (b) Decrease employee satisfaction
 - (c) Enhance employee skills and knowledge
 - (d) Reduce organizational productivity
4. _____ is the first step in the succession planning process?
- (a) Identifying potential successors
 - (b) Developing a career path
 - (c) Creating a talent pool
 - (d) Identifying key positions
5. What do periodic reports on manpower turnover and absenteeism primarily aim to analyze?
- (a) Employee motivation
 - (b) Employee engagement
 - (c) Employee retention
 - (d) Employee productivity
6. _____ is the primary objective of HR accounting?
- (a) Assessing employee qualifications
 - (b) Tracking employee attendance
 - (c) Measuring the financial impact of HR activities
 - (d) Evaluating employee performance
7. What is the purpose of wage and salary administration?
- (a) Decrease employee productivity
 - (b) Ensure compliance with labour laws
 - (c) Reduce employee satisfaction
 - (d) Minimize employee benefits
8. _____ are the components of compensation?
- (a) Only salary
 - (b) Only benefits
 - (c) Both salary and benefits
 - (d) Only bonuses

9. What is the primary function of trade unions?
- (a) Decrease employee benefits
 - (b) Represent and protect the interests of workers
 - (c) Minimize employee motivation
 - (d) Increase organizational profitability
10. What is the focus of labour welfare and social security measures?
- (a) Only increasing organizational profits
 - (b) Enhancing employee well-being and providing safety nets
 - (c) Reducing employee motivation
 - (d) Ignoring employee health and safety

Part B (5 × 5 = 25)

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

11. (a) Explain the importance of Human Resource Planning.
- Or
- (b) Elaborate on Green HRM.
12. (a) Discuss the importance of training and development in organizational growth.
- Or
- (b) Explain Organisational career planning.
13. (a) Discuss the importance of productivity analysis in healthcare.
- Or
- (b) Explain briefly on HR Accounting and Audit.
14. (a) Compare and contrast group incentives and individual incentives.
- Or
- (b) Explain the different components of compensation.

15. (a) Explain the concept of International Labour Organisation (ILO).

Or

- (b) Elaborate in detail about Occupational hazards.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the process and different methods of selection.

Or

- (b) Explain in detail about Job analysis.

17. (a) Examine the importance of career management and succession planning.

Or

- (b) Elaborate on different training methods.

18. (a) Explain the different theories of motivation.

Or

- (b) Elaborate on the process and methods of Job evaluation.

19. (a) Analyse the role of fringe benefits and executive compensation.

Or

- (b) Explore how organizations balance internal equity and external competitiveness when designing wage and salary policies.

20. (a) Examine the various dimensions of labour welfare, social security, and employee health and safety in organizational settings.

Or

- (b) Explain the importance of workers' participation in management.

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Sub. Code

92116

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Health Service Management

HOSPITAL INFORMATION SYSTEM

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is essential for preparing for the future in the world of informatics?
 - (a) Ignoring technological advancements
 - (b) Embracing traditional methods
 - (c) Resistance to change
 - (d) Continuous learning and adaptation
2. In what way does the information explosion affect teaching and learning?
 - (a) Decreases access to educational resources
 - (b) Encourages traditional teaching methods
 - (c) Facilitates distance learning opportunities
 - (d) Promotes memorization-based education

3. What is an advantage of the Electronic Health Record (EHR)?
 - (a) Reduced data accessibility
 - (b) Increased data security risks
 - (c) Enhanced data management and retrieval
 - (d) Lower cost of implementation
4. What are optically scanned records?
 - (a) Records scanned by hand
 - (b) Records scanned using optical character recognition Technology
 - (c) Records scanned with X-ray machines
 - (d) Records scanned using magnetic resonance imaging (MRI)
5. Which phase of the information systems cycle involves analyzing the requirements and objectives of the system?
 - (a) Design phase
 - (b) Development phase
 - (c) Implementation phase
 - (d) Analysis phase
6. Who typically owns the data in healthcare information systems?
 - (a) Government agencies
 - (b) Healthcare professionals
 - (c) Patients
 - (d) Insurance companies

7. What is the term for the set of rules governing the exchange of data over a network?
- (a) Protocol (b) Algorithm
(c) Encryption (d) Firewall
8. What is the primary method used for accessing information on the internet?
- (a) Telepathy (b) Morse code
(c) Telekinesis (d) Web browsers
9. What are examples of administrative initiatives in telehealth?
- (a) Patient monitoring devices
(b) Telemedicine training programs
(c) Telecommunication regulations
(d) Electronic health record systems
10. What are barriers to telehealth implementation?
- (a) Improved patient outcomes
(b) Technological limitations
(c) Enhanced patient-provider communication
(d) Regulatory support

Part B

(5 × 5 = 25)

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

11. (a) Discuss advancements in healthcare technology.

Or

- (b) Analyse the impact of the information explosion on Teaching and learning.

12. (a) Explain the functions of the electronic health record (EHR).

Or

- (b) Analyse the advantages and disadvantages of automating the paper record.

13. (a) Explain the phases of Information systems cycle.

Or

- (b) Analyse the concept of data ownership in healthcare.

14. (a) Discuss the advantages, and limitations of different technologies.

Or

- (b) Analyse the implications of communication technologies on society.

15. (a) Discuss the advantages of telehealth.

Or

- (b) Evaluate the role of informatics in advancing public health initiatives.

Part C

(5 × 8 = 40)

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

16. (a) Examine the future of healthcare technology in light of the information explosion.

Or

- (b) Evaluate strategies for preparing for the future in the world of informatics.

17. (a) Explain the process of converting paper records into digital formats.

Or

- (b) Define optically scanned records and discuss how they bridge the gap between paper-based and electronic health records.

18. (a) Analyse common reasons for project failure in information systems development.

Or

- (b) Explore the laws and regulations governing data privacy and security.

19. (a) Trace the evolution of electronic communications, providing a brief history from its inception to the modern era.

Or

- (b) Examine the methods used for accessing information in electronic communications systems.

20. (a) Explore the technological advancements that have facilitated telehealth.

Or

- (b) Evaluate the clinical and administrative initiatives in telehealth.
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92117

M.B.A. DEGREE EXAMINATION, APRIL 2025.

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. Communication is a _____
 - (a) one way process
 - (b) two way process
 - (c) three way process.
 - (d) four way process
2. The main objective of communication is _____
 - (a) information and persuasion
 - (b) skill and personality development
 - (c) control and management
 - (d) need
3. Physical Barriers to communication are
 - (a) time and distance
 - (b) interpretation of words
 - (c) denotations
 - (d) connotations

4. The downward communication flow from _____
- (a) a subordinate to a superior
 - (b) a subordinate to a subordinate
 - (c) a superior to a superior
 - (d) a superior to a subordinate
5. _____ is also referred to as critical/judgmental listening.
- (a) discriminative listening
 - (b) biased listening
 - (c) evaluative listening
 - (d) appreciative listening
6. Examples of oral communication _____
- (a) letter (b) e-mail
 - (c) telephone (d) fax
7. Written communication includes _____
- (a) reports and forms (b) interviews
 - (c) film (d) speaking
8. How to make audio-visual communication effective?
- (a) the pictures are colourful
 - (b) clearly written
 - (c) speak politely
 - (d) silent
9. A synopsis of the most relevant professional experiences you have for the particular job for which you are applying?
- (a) resume (b) curriculum vitae
 - (c) application letter (d) hand-outs
10. The most important part of the letter is _____
- (a) the heading (b) date
 - (c) body of the letter (d) postscript

Part B

(5 × 5 = 25)

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

11. (a) Write the importance of business communication.

Or

- (b) Determine the purpose of written communication.

12. (a) What is the purpose of routine requests?

Or

- (b) How to write a adjustment letter to a client?

13. (a) What are some of the ways in which one can improve one's writing skills?

Or

- (b) List the challenges in developing content for websites.

14. (a) How Enumerate the different types of charts can be used in data analysis?

Or

- (b) Why is writing abstract significant for the research?

15. (a) What are the different forms of verbal communication?

Or

- (b) 'For successful communication, listening is more important than speaking'- Justify What is meant by gender sensitivity approach?

Part C

(5 × 8 = 40)

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

16. (a) State with examples of the different barriers for effective communication.

Or

- (b) Explain the different types of written communication.

17. (a) Explain good news and bad news communication.

Or

- (b) Explicate the conditions necessary for routine messages.

18. (a) Discuss how one can create an email id.

Or

- (b) Discuss the advantages of the electronic writing process.

19. (a) Explain the types and characteristics of project reports.

Or

- (b) A leading mobile company has the vacancy for the position of sales. Write your resume which you would send to the mobile company.

20. (a) How does the difference in various cultures impact business communication? Explain with examples?

Or

- (b) As a manager, what would be the steps taken by you to improve the presentation skills of your subordinates? Explain in detail.

C-5552

Sub. Code

92121

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Health Service Management

HEALTH SERVICE QUALITY MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which among the following is not a contribution made by Juran?
 - (a) Juran's Quality Control Handbook
 - (b) Quality Planning and Analysis
 - (c) Juran on Leadership for Quality
 - (d) Quality is Free
2. The contribution of quality guru W. Edward deming _____
 - (a) Demings 14 points
 - (b) Demings cycle
 - (c) System of profound knowledge
 - (d) All of the above
3. The process of involving yourself and influencing others towards the accomplishment of goals is called _____
 - (a) Leadership
 - (b) Dictatorship
 - (c) Sportsmanship
 - (d) Autocracy

4. In the work environment, what is the meaning of empowerment?
- (a) Providing people the means, ability and authority to do something they have not done before
 - (b) Discouraging people from doing something they have not done before
 - (c) Threatening people to do something they have not done before
 - (d) Threatening people to do something they have done before
5. Kaizen refers to _____
- (a) Continuous improvement
 - (b) Intermittent improvement
 - (c) Discontinuous improvement
 - (d) Stop improvement
6. The quality improvement strategy that aims at fixing the things so that they can perform their designed functions is called _____
- (a) Repair strategy
 - (b) Refinement strategy
 - (c) Renovation strategy
 - (d) Reinvention strategy
7. The control chart that determines the fraction of rejected parts as non-conforming is _____
- (a) R-chart (b) S-chart
 - (c) P-chart (d) C-chart
8. Specification limits are also known as _____ of the product.
- (a) Mode (b) Median
 - (c) Tolerances (d) Allowances

9. The operational definition of goals is called _____
(a) Goals (b) Objectives
(c) Plans (d) Action Plans
10. DPMO stands for _____
(a) Defects per meter opportunities
(b) Defects per million opportunities
(c) Defects per month of opportunities
(d) Defects per millimeter of opportunities

Part B

(5 × 5 = 25)

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

11. (a) Name any one quality guru and their contribution.
Or
(b) Bring out the objectives of quality management.
12. (a) What are the functions of Leadership?
Or
(b) Write a short notes on:
(i) Motivation
(ii) Empowerment.
13. (a) State the principles of Japanese 5S.
Or
(b) State the interpretation of Quality Audit.
14. (a) What are the seven tools of Quality control?
Or
(b) Write short notes on:
(i) Pareto Diagram
(ii) Cause and effect Diagram.

15. (a) What are the objectives of JIT?

Or

(b) State the purpose of Bench marking.

Part C

(5 × 8 = 40)

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

16. (a) What are the determinants of quality management?

Or

(b) Compare and contrast quality , productivity and profitability.

17. (a) Under what circumstances the quality of care problems occur in health care organizations?

Or

(b) Define customer and explain the various ways of identifying the customer.

18. (a) Discuss about the Business score card.

Or

(b) Explain the methods of 5W2H.

19. (a) What are the steps to constructing a scatter diagram?

Or

(b) Explain the concept of process mapping.

20. (a) Write a essay on business process reengineering.

Or

(b) What is ISO 2000? Discuss the advantages in implementing ISO 2000.

C-5553

Sub. Code

92122

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Health Service Management

HEALTH SERVICE MARKETING AND MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. The exchange value of a good service in terms of money is

(a) Price	(b) Product
(c) Buying	(d) Selling
2. Which one of the following is not one of the Ps of marketing?

(a) Product	(b) Price
(c) Place	(d) Production
3. The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?

(a) Gender segmentation
(b) Benefit segmentation
(c) Occasion segmentation
(d) Age and life cycle segmentation

4. Which of the following best identifies how marketing must be understood today?
- (a) Satisfy customer needs
 - (b) Marketing
 - (c) Selling
 - (d) Behaviour
5. Which concept holds that consumers will not buy enough of organizations product unless it takes large scale selling and promotion effort?
- (a) Marketing (b) Selling
 - (c) Production (d) Product
6. _____ consists of a group of customers who share a similar set of wants.
- (a) Micro Marketing
 - (b) Mass Marketing
 - (c) Market Segment
 - (d) Market targeting
7. Which is intangible among the following?
- (a) Product
 - (b) Services
 - (c) Products and services
 - (d) Sales
8. The social aspect of marketing is to ensure _____
- (a) Price
 - (b) Demand
 - (c) Low price with high quality
 - (d) Service goods
9. _____ concept holds that consumers will favour those products that are conveniently available in adequate quantity and affordable.
- (a) Product (b) Production
 - (c) Selling (d) Buying

10. _____ involves managing demand, which in turn involves managing customer relationship.
- (a) Marketing management
 - (b) Direct marketing
 - (c) Production management
 - (d) Advertising

Part B

(5 × 5 = 25)

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

11. (a) Elucidate the Challenges in Practicing Marketing in Healthcare industry.

Or

- (b) Write short note on : Fulltime staff and Hiring Consultants.

12. (a) Elucidate the features of market segmentation.

Or

- (b) Explain the need and importance of market segmentation.

13. (a) Elucidate the features of product.

Or

- (b) Explain the different product mix strategies.

14. (a) Briefly explain value chain activities.

Or

- (b) Explain the six E's of E-CRM.

15. (a) Distinguish between customer relationship marketing and customer relationship management.

Or

- (b) Explain the limitations and challenges of relationship marketing.

Part C

(5 × 8 = 40)

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

16. (a) Explain the ten commandments of marketing 3.0. marketing as a central function of an organization.

Or

- (b) Discuss the evolution of marketing.

17. (a) Elucidate the differences between customer and consumer.

Or

- (b) Explain the various models of consumer buying decisions.

18. (a) Explain clearly the production, product sales, marketing and societal marketing concept of marketing.

Or

- (b) Explain the various techniques of sales promotion.

19. (a) Describe the concept of service marketing. Explain in detail the service marketing mix.

Or

- (b) Discuss the growth of the service sector India.

20. (a) Explain E-CRM. Describe the major benefits and limitations of E-CRM.

Or

- (b) Describe the concept of customer centric organisation. Explain the features of a customer centric organisation.

C-5554

Sub. Code

92123

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Health Service Management

**SUPPORTIVE SERVICES AND FACILITIES
MANAGEMENT**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Filing equipment is _____.
 - (a) Should have a locking capability
 - (b) Is available in vertical or lateral styles
 - (c) Is to be stored in an area accessible only to authorized personnel
 - (d) All of the above
2. EMR stands for
 - (a) Emergency room
 - (b) A popular color coding systems trade name
 - (c) Medical records
 - (d) Emergency medical rules
3. Full form of RDA
 - (a) Recommended Daily Allowances
 - (b) Recommended Dietary Allowances
 - (c) Required Daily Allowances
 - (d) Required Dietary Allowances

4. Full form of NFSM is
- (a) National Food Security Mission
 - (b) Nutritional Food Security Mission
 - (c) Nutritional Food Supply Management
 - (d) National Food Supply Management
5. Pharmacy Act _____.
- (a) 1947 (b) 1948
 - (c) 1949 (d) 1950
6. The process of quickly obtaining an out-of-stock medication in an urgent situation is called _____.
- (a) Emergency drug procurement
 - (b) Bulk compounding log
 - (c) Code cart
 - (d) Final filter
7. Which of the following is not a waste treatment method for biomedical wastes?
- (a) Incineration
 - (b) Chemical disinfecting
 - (c) Autoclaving
 - (d) Sieving
8. What is a Cathode?
- (a) The generator from which a conventional current leaves a polarized electrical device
 - (b) The power supply from which a conventional current leaves a polarized electrical device
 - (c) The diode from which a conventional current leaves a polarized electrical device
 - (d) The electrode from which a conventional current leaves a polarized electrical device

9. Which of the following filler metals shall be used to braze copper-to-copper joints in medical gas/vacuum distribution piping?
- (a) BAg series (b) BAu series
(c) BCuP series (d) BNi series
10. A type _____ ambulance features a conventional, truck cab-chassis with a modular ambulance body that can be transferred to a newer chassis as needed.
- (a) I (b) II
(c) III (d) IV

Part B

(5 × 5 = 25)

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

11. (a) What are the essentials of records management? Explain.

Or

- (b) Write short notes on:
- (i) Medical Records
(ii) Bed turnover rate.

12. (a) State the objectives of Dietary department.

Or

- (b) Explain the types of food service.

13. (a) State the importance of storage in Linen and Laundry.

Or

- (b) What are the functions of pharmacy?

14. (a) Point out the various policies of bio medical waste management.

Or

- (b) How do you inspect the equipments?

15. (a) Distinguish between internal traffic and external traffic management.

Or

- (b) List out the levels of maintenance.

Part C

(5 × 8 = 40)

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

16. (a) What do you understand by radiology services? How do you classify it?

Or

- (b) Explain the nature and scope of Staffing in Medical records.

17. (a) What are the measures to be taken in terms of pricing and control?

Or

- (b) Outline the Staffing in a dietary service of the hospital.

18. (a) Explain the managerial issues related to hospital.

Or

- (b) Discuss about the Location, Design and Layout of a pharmacy in a hospital.

19. (a) What are the classification of waste?

Or

- (b) Discuss various levels of maintenance in hospitals.

20. (a) What are the objectives and functions of security services in a hospital?

Or

- (b) Discuss the types of Ambulance.

C-5555

Sub. Code

92124

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Health Service Management

RESEARCH AND STATISTICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. How to judge the depth of any research?
 - (a) By research title
 - (b) By research duration
 - (c) By research objectives
 - (d) By total expenditure on research
2. Research is
 - (a) Searching again and again
 - (b) Finding solution to any problem
 - (c) Working in a scientific way to search for truth of any problem
 - (d) None of the above

3. Identifying causes of a problem and possible solution to a problem is
- (a) Field Study (b) Diagnostic study
(c) Action study (d) Pilot study
4. Questionnaire is filled by
- (a) Respondent (b) Everybody
(c) Enumerator (d) None of the above
5. Cluster sampling, stratified sampling and systematic sampling are types of
- (a) Direct sampling
(b) Indirect sampling
(c) Random sampling
(d) Non random sampling
6. The split-half method is used as a test of:
- (a) Stability
(b) Internal reliability
(c) Inter-observer consistency
(d) External validity
7. A comprehensive full Report of the research process is called
- (a) Thesis (b) Summary Report
(c) Abstract (d) Article
8. The first page of the research report is
- (a) Appendix (b) Bibliography
(c) Index (d) Title Page

9. Mean deviation computed from a set of data is always
- (a) Negative
 - (b) Equal to standard deviation
 - (c) More than standard deviation
 - (d) Less than standard deviation
10. Which measure of dispersion has a different unit other than the unit of measurement of values:
- (a) Range
 - (b) Standard deviation
 - (c) Variance
 - (d) Mean deviation

Section B

(5 × 5 = 25)

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

11. (a) What do you mean by Research? Explain its significance in modern times.

Or

- (b) Explain the Research process with a suitable diagram.

12. (a) Research is much concerned with proper fact finding analysis and "Evaluation". Do you agree with this statement - Justify.

Or

- (b) Explain different types of research studies.

13. (a) What is a Questionnaire? Explain the process of construction of a questionnaire.

Or

- (b) Evaluate the different methods of Collecting Secondary data.

14. (a) Write a detailed note on sampling and its design.

Or

- (b) Describe the various measures of relationships often used in context of research studies.

15. (a) Discuss the difference between Parametric and Non-Parametric tests?

Or

- (b) What do you mean by correlation? Mention any four uses of it?

Section C

(5 × 8 = 40)

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

16. (a) Define research, motives for business research and distinguish between fundamental research and applied research and examine the stories of interrelated steps in management research process.

Or

- (b) What do you understand by research methodology, state the types of research, and apprehend the steps that need to be accomplished in order to complete the management research? study?

17. (a) How do you formulate a research problem? What considerations should a researcher keep in mind while formulating a research question and discuss the importance of literature review in approaching a research problem?

Or

- (b) Discuss the purpose of hypothesis in marketing research, highlight the procedure of developing a good hypothesis and how is a null hypothesis tested?
18. (a) What is the purpose of research design? Explain the elements, principals of experimental research design? and brief on types of research design suitable of researching the online education system in India.

Or

- (b) Discuss different methods of collecting data, its merits and demerits and brief on the ethical issues in collecting data.
19. (a) Examine the role of analysis of variance in research? Discuss the procedure involved in analysis of variance; tabulate the ANOVA table in both the one-way and the two-way classification.

Or

- (b) Examine the basic principles and techniques of writing the research proposal and brief on the various stages, criteria for good research report.

20. (a) Find the Mean and Standard Deviation from the following data:

X	10	20	30	40	50	60	70	80
Y	15	30	53	75	100	110	115	125

Or

- (b) Find P_{53} for the following frequency distribution.

Class interval	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	5	7	12	16	10	8	4

C-5556

Sub. Code

92125

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Health Service Management

HOSPITAL MATERIALS MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Materials management is also called _____.
 - (a) Distribution planning
 - (b) Control and logistics management
 - (c) Both of the above
 - (d) Neither of the above
2. _____ is one of the functions of materials management.
 - (a) Selling Finished goods
 - (b) Collection of Bad debts
 - (c) Receiving and Warehousing
 - (d) Managing cash flows
3. Which of the following is not an area to responsibilities for a logistics manager?
 - (a) Inventory
 - (b) Marketing
 - (c) Warehousing
 - (d) Purchasing

4. _____ includes design and administration of systems to control the flow of Materials, WIP and finished inventory to support business unit strategy.
- (a) Logistics Management
 - (b) Materials Management
 - (c) Bill of Materials
 - (d) Distribution Management
5. The beneficiary under a letter of credit is
- (a) The bank opening the credit
 - (b) The customer of the opening bank
 - (c) The confirming bank
 - (d) The exporter
6. Special purpose material handling equipment are used in _____.
- (a) Line layout (b) Process layout
 - (c) In-land layout (d) Warehousing
7. _____ is not a part of basic systems of codifications.
- (a) Alphabetical System
 - (b) Numerical System
 - (c) Colour Coding System
 - (d) None of the above
8. _____ and physical distribution are the two major operations of logistics.
- (a) Supply Chain Management
 - (b) Materials Management
 - (c) Logistics Management
 - (d) None of the above
9. _____ is the scientific technique for planning the ordering and usage of materials at various levels of production and for monitoring the stocks during these transactions.
- (a) MRP (b) MPS
 - (c) BOM (d) None of the above

10. _____ is the time that elapses between issuing replenishment order and receiving the material in stores.
- (a) Replenishment time
 - (b) Lead time
 - (c) Idle-time
 - (d) None of the above

Part B

(5 × 5 = 25)

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

11. (a) What are the functions of materials management?
- Or
- (b) Discuss the issues and problems in materials management in hospitals?
12. (a) State the principles of logistic management?
- Or
- (b) Write a short notes on :
- (i) Letter of credit
 - (ii) Arbitration
13. (a) What are the major advantages of preventive maintenance?
- Or
- (b) Explain the equipment utilization and operation.
14. (a) State the need for stock Verification.
- Or
- (b) What are the objectives of codification standardization?
15. (a) Describe the objectives of inventory control.
- Or
- (b) Explain the term ABC analysis?

Part C

(5 × 8 = 40)

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

16. (a) Explain the goals and objectives of Materials Management in a Hospital.

Or

- (b) Describe the role of Information Systems for Materials Management.

17. (a) Explain the procurement procedure in Logistics Management.

Or

- (b) Write a detailed note on Objectives and Elements of Purchasing?

18. (a) Explain in detail the formalities involved in import of medical equipment.

Or

- (b) Discuss about the planning and selection of equipment process in hospitals.

19. (a) Discuss about the Procedure For Condemnation.

Or

- (b) Explain about storage and distribution functions of material.

20. (a) Write a short notes on :

(i) EOQ

(ii) JIT

(iii) Buffer stock

Or

- (b) Elaborate lead time, safety stock and reorder Level in managing inventories.

C-5557

Sub. Code

92126

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Health Service Management

STRATEGIC MANAGEMENT IN HEALTH CARE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The strategy was developed by the Visionary chief executive in which mode of strategic management?
 - (a) Planning mode
 - (b) Strategic mode
 - (c) Adaptive mode
 - (d) Entrepreneurial mode
2. State the guides to decision making
 - (a) Rules
 - (b) Procedures
 - (c) Goals
 - (d) Policies
3. How many cells are there in a SWOT matrix?
 - (a) 9
 - (b) 6
 - (c) 3
 - (d) 2

4. The strategic management process is
- (a) Set of activities that are guaranteed to prevent organizational failure
 - (b) A process that is concerned with a firm's resources, capabilities, and competencies, but not the conditions in its external environment
 - (c) A set of activities which has not been used successfully in the not-for-profit sector
 - (d) A dynamic process involving the full set of commitments, decisions, and actions related to the firm
5. The question mark in the BCG matrix symbolizes
- (a) Invest
 - (b) Stable
 - (c) Liquidate
 - (d) Remain diversified
6. Strategy formulation is primarily _____.
- (a) An operational process
 - (b) An intellectual process
 - (c) Profit making activity
 - (d) Activity undertaken to fulfill needs
7. _____ is a process through which a strategy is put into action.
- (a) Strategic analysis
 - (b) Strategy implementation
 - (c) SWOT analysis
 - (d) Strategic turnaround
8. What does SBU stand for?
- (a) Significant business undertaking
 - (b) Special bureaucratic use
 - (c) Standard business usage
 - (d) Strategic business unit

9. What is the new strategy, a unique concept of WHO, to provide universal coverage of rehabilitation to all segments of society?
- (a) Occupational Rehabilitation
 - (b) Medical Rehabilitation
 - (c) Community based Rehabilitation
 - (d) Institutional based Rehabilitation
10. The anti TB drug which cause peripheral neuropathy is
- (a) Ethambutol
 - (b) Thioacetazone
 - (c) Rifampicin
 - (d) INH

Part B

(5 × 5 = 25)

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

11. (a) Describe the advantages of Strategic Management.
- Or
- (b) Explain the term strategic business unit.
12. (a) What are the characteristics of Environment?
- Or
- (b) Explain the role of SWOT Analysis as a tool facilitating Strategic decision - making.
13. (a) Explain about BCG Matrix.
- Or
- (b) What do you mean by strategic alternative? Why do you need in healthcare?
14. (a) What is strategic control process?
- Or
- (b) Discuss the steps in the process of evaluation.

15. (a) Discuss various strategies followed by Government of India to control AIDS.

Or

- (b) Discuss the strategic issues in healthcare industry.

Part C

(5 × 8 = 40)

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

16. (a) Explain the Approaches of Strategic Management in health care.

Or

- (b) What do you mean by Strategy? What are the various levels at which a Strategy needs may exist in an organization.

17. (a) Explain the various positional and functional strategies.

Or

- (b) Discuss about the Factors to be Considered for Environmental Scanning.

18. (a) Explain the

- (i) Evaluation Techniques for Strategic Control
- (ii) Evaluation Techniques for Operation Control

Or

- (b) Explain the Gap analysis for focusing on Strategic Alternatives.

19. (a) Enumerate the different structural mechanisms required to implement a strategy.

Or

- (b) What are the participants involved in strategic evaluation?

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

Or

- (b) Discuss the strategic management practices followed by WHO.

C-5558

Sub. Code

92131

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Health Service Management

OPERATIONS RESEARCH

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The objective function and constraints are functions of two types of variables, _____ variables and _____ variables.
 - (a) Positive and negative
 - (b) Controllable and uncontrollable
 - (c) Strong and weak
 - (d) None of the above
2. OR has a characteristics that it is done by a team of
 - (a) Scientists
 - (b) Mathematicians
 - (c) Academics
 - (d) All of the above
3. Hungarian Method is used to solve
 - (a) A transportation problem
 - (b) A travelling salesman problem
 - (c) A LP problem
 - (d) Both (a) and (b)

4. A solution can be extracted from a model either by
- (a) Conducting experiments on it
 - (b) Mathematical analysis
 - (c) Both (a) and (b)
 - (d) Diversified Techniques
5. Feasible solution satisfies _____.
- (a) Only constraints
 - (b) Only non-negative restriction
 - (c) (a) and (b) both
 - (d) (a), (b) and Optimum solution
6. Minimize $Z =$ _____.
- (a) $-\text{maximize}(Z)$
 - (b) $-\text{maximize}(-Z)$
 - (c) $\text{Maximize}(-Z)$
 - (d) None of the above
7. The method of finding an initial solution based upon opportunity costs is called _____.
- (a) The northwest corner rule
 - (b) Vogel's approximation
 - (c) Johanson's theorem
 - (d) Floods technique
8. In an assignment problem involving 5 workers and 5 jobs, total number of assignments possible are _____.
- (a) 5
 - (b) 10
 - (c) 15
 - (d) 20
9. Graphical method of linear programming is useful when the number of decision variable are
- (a) 2
 - (b) 3
 - (c) 4
 - (d) 5

10. The dual of the dual is _____.

- (a) Dual-primal (b) Primal-dual
(c) Dual (d) Primal

Part B

(5 × 5 = 25)

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

11. (a) Enumerate the steps involved in solving an assignment problem.

Or

- (b) Find the optimal solution for the given transportation problem.

		Destination				Availability
		D1	D2	D3	D4	
Origin	O1	1	2	1	4	30
	O2	3	3	2	1	50
	O3	4	2	5	9	20
Requirement		20	40	30	10	

12. (a) Solve the following transportation problem

		To				Supply
From		6	1	9	8	
		11	5	2	8	55
		10	12	4	7	90
Demand		85	35	50	45	

Or

- (b) Discuss various steps involved in the applications of PERT and CPM.

13. (a) Solve using Vogel's Approximation Method and perform optimality Test using MODI method

	D1	D2	D3	D4	Supply
O1	2	3	11	7	6
O2	1	0	6	1	1
O3	5	8	15	9	10
Demand	7	5	3	2	17

Or

- (b) Listed in the table are the activities and sequencing requirements necessary for completing the research project. Find the critical path.

Activity	A	B	C	D	E	F	G	H	I	J	K	L	M
Duration	4	2	1	12	14	2	3	2	4	3	4	2	2
Immediate predecessor	E	A	B	K	-	E	F	F	F	I, L	C,G,H	D	I,L

14. (a) Two players A and B, without showing each other, put a coin of Rs. 1, on a table, with head or tail up. If the coin show the same side(both head or tail), the player a takes both the coin; otherwise B gets them. Construct the matrix of the game and solve it. Is it a fair game?

Or

- (b) Write short notes on Prim's Algorithm in solving Minimum spanning tree with an example.

15. (a) Describe the uses of M/M/I queuing model.

Or

- (b) Explain the various disadvantages of simulation.

Part C $(5 \times 8 = 40)$ Answer **all** questions, choosing either (a) or (b).

16. (a) Use penalty method or Big M method to solve linear programming problem

$$\text{Minimize } Z = 4x_1 + x_2$$

$$\text{Subject to } 3x_1 + x_2 = 3$$

$$4x_1 + 3x_2 \geq 6$$

$$x_1 + 2x_2 \leq 3$$

$$x_1, x_2 \geq 0$$

Or

- (b) Solve the following LPP by simplex method:

$$\text{Minimize } Z = 100x_1 + 200x_2 + 50x_3$$

$$\text{Subject to } 5x_1 + 5x_2 + 10x_3 \leq 1000$$

$$10x_1 + 8x_2 + 5x_3 \leq 2000$$

$$10x_1 + 5x_2 \leq 500$$

$$\text{and } x_1, x_2 \geq 0.$$

17. (a) Find the optimal transportation cost of the following problem.

		Market					Available
		A	B	C	D	E	
Factory	P	4	1	2	6	9	100
	Q	6	4	3	5	7	120
	R	5	2	6	4	8	120
Demand		40	50	70	90	90	

Or

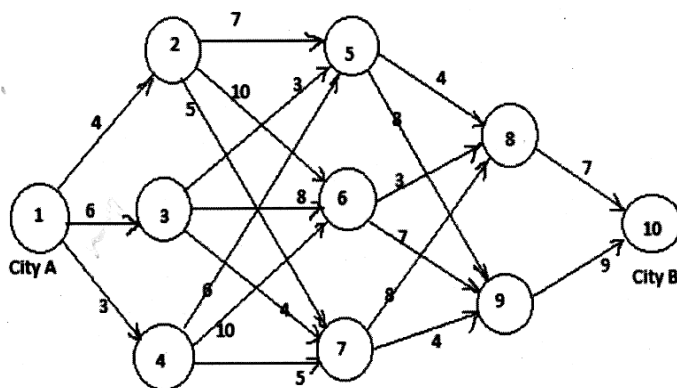
(b) Solve the sequencing problem

Job: 1 2 3 4 5

M₁: 3 8 5 7 4

M₂: 4 10 6 5 8

18. (a) A sales man located in a city A decided to travel to city B. he knew the distances of alternative routes from city A to city B. He then drew a highway network map as shown below. The city of origin, A, is city 1. The destination city B, is city 10. Other cities through which the salesman will have to pass through are numbered 2 to 9. The arrow representing routes between cities and distances in kilometers are indicated on each route. Find the sales man's shortest route that covers all the selected cities from A to B.



Or

- (b) Find an optimal sequence for the following sequencing problems of four job and five machines when passing out is not allowed of which processing time (in hours) is given below:

Job	Machines				
	M1	M2	M3	M4	M5
A	7	5	2	3	9
B	6	6	4	5	10
C	5	4	5	6	8
D	8	3	3	2	6

Also find the total elapsed time.

19. (a) State the circumstance where CPM is a better technique of project management than PERT.

Or

- (b) Explain about Max-Flow problem and Min-cost problem.
20. (a) State the major limitations of the game theory. What are the assumptions made in the theory of game?

Or

- (b) Which situations is called a game? What is the maximum criterion of optimality?

C-5559

Sub. Code

92132

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Health Service Management

HEALTH CARE AND WELLNESS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. According to WHO, which of the following is considered a key determinant of health?
 - (a) Education
 - (b) Genetic predisposition
 - (c) Age and sex
 - (d) All of the above
2. The primary objective of the World Health Organization (WHO) is to:
 - (a) Develop drugs for all diseases
 - (b) Provide guidelines for personal fitness
 - (c) Achieve the highest possible level of health for all people
 - (d) Improve medical technology

3. Which blood component is primarily responsible for transporting oxygen throughout the body?
- (a) White blood cells (b) Platelets
(c) Plasma (d) Red blood cells
4. Which organ is part of the central nervous system?
- (a) Heart (b) Brain
(c) Lungs (d) Liver
5. Allopathy is best defined as:
- (a) Treatment using natural remedies
(b) Treatment using herbal medicines
(c) Treatment using drugs and surgery based on scientific principles
(d) Treatment based on spiritual healing
6. Which system of medicine utilizes the principle of “like cures like”?
- (a) Ayurveda (b) Allopathy
(c) Homeopathy (d) Siddha
7. What is the normal range for an adult’s resting heart rate (pulse)?
- (a) 40-60 beats per minute
(b) 60-100 beats per minute
(c) 100-120 beats per minute
(d) 120-140 beats per minute

8. Which of the following vital signs measures the pressure of blood in the arteries?
- (a) Temperature (b) Pulse
(c) Respiration (d) Blood Pressure
9. Which of the following is a key element of effective trauma care?
- (a) Quick surgical intervention only
(b) Comprehensive assessment and stabilization
(c) Discharge planning
(d) Focus on minor injuries first
10. What is a critical factor to consider when preparing for a disaster in a healthcare setting?
- (a) Patient demographics
(b) Financial implications
(c) Availability of emergency supplies and personnel
(d) Staff training in marketing strategies

Part B

(5 × 5 = 25)

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

11. (a) What is immunization, and why is it important?

Or

- (b) Define epidemiology and its importance in public health.

12. (a) Name the four main types of tissues in the human body.

Or

- (b) List the main organs involved in the digestive system.

13. (a) What is Allopathy, and how does it differ from traditional systems of medicine?

Or

- (b) List some common treatment modalities used in Allopathy.

14. (a) Describe the proper method for waste disposal in a healthcare setting.

Or

- (b) How is body temperature measured, and what is considered a normal range?

15. (a) Describe how hospitals can collaborate with local emergency services in crisis management.

Or

- (b) What training should hospital staff receive for effective crisis management?

Part C

(5 × 8 = 40)

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

16. (a) Explain the Causes, Symptoms, and Control Measures Major of Communicable and Non-Communicable Diseases.

Or

- (b) Outline the World Health Organization (WHO) Guidelines for the Control of Communicable and Non-Communicable Diseases.

17. (a) Explain the Cardiovascular System's Structure and Functions, Along with Common Cardiovascular Diseases and Treatments.

Or

- (b) Describe the Composition and Functions of Blood and Identify Common Blood Disorders and Their Treatments.

18. (a) Explore the Role of Herbal Medicine in Ayurveda and Siddha: Efficacy and Safety Considerations.

Or

- (b) Evaluate the Future of Integrative Medicine: Challenges and Opportunities for Different Systems of Medicine.

19. (a) Discuss the Importance of First Aid in Emergency Situations: Principles and Practices.

Or

- (b) Analyze the Role of Environmental Hygiene in Preventing Disease Transmission.

20. (a) Discuss the Importance of Crisis Management in Healthcare Settings: Strategies for Ensuring Hospital Safety.

Or

- (b) Explore Disaster Management Frameworks in Healthcare: Preparing for Natural Calamities.
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C-5560

Sub. Code

92133

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Health Service Management

LEGAL ASPECT OF HEALTH CARE

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does 'licensure' mean in the context of insurance agents?
 - (a) The process of paying premiums
 - (b) The process of obtaining official permission to act as an insurance agent
 - (c) The process of filing an insurance claim
 - (d) The process of renewing an insurance policy
2. What is the primary function of the Tamil Nadu Pollution Control Board (TNPCB)?
 - (a) To promote industrial growth in Tamil Nadu
 - (b) To regulate and control pollution in Tamil Nadu
 - (c) To oversee tourism development in Tamil Nadu
 - (d) To manage agricultural policies in Tamil Nadu

3. Which act provides for the health, safety, and welfare of workers in establishments?
 - (a) The Factories Act, 1948
 - (b) The Employees' State Insurance Act, 1948
 - (c) The Workmen's Compensation Act, 1923
 - (d) The Trade Unions Act, 1926
4. What is the primary objective of the Employees' State Insurance Act, 1948?
 - (a) To provide housing facilities to workers
 - (b) To regulate working hours and conditions of employment
 - (c) To provide medical care and cash benefits to employees in case of sickness, maternity, and employment injury
 - (d) To ensure payment of minimum wages to employees
5. What is medical negligence?
 - (a) A doctor's refusal to treat a patient
 - (b) A doctor's decision to refer a patient to another specialist
 - (c) Failure to provide the standard of care that results in harm to the patient
 - (d) Prescribing medication for a patient
6. Which of the following elements must be proven to establish medical negligence?
 - (a) Duty, breach, causation, and damage
 - (b) Duty, ethics, behavior, and damage
 - (c) Duty, ethics, and damage
 - (d) Duty, breach, and patient satisfaction

7. Which act ensures that patients receive timely access to their medical records and controls how their personal health information is used and disclosed?
- (a) The Emergency Medical Treatment and Labor Act (EMTALA)
 - (b) The Health Information Technology for Economic and Clinical Health Act(HITECH)
 - (c) The Health Insurance Portability and Accountability Act (HIPAA)
 - (d) The Patient Protection and Affordable Care Act (ACA)
8. What is medical negligence?
- (a) A doctor's refusal to treat a patient
 - (b) A doctor's decision to refer a patient to another specialist
 - (c) Failure to provide the standard of care that results in harm to the patient
 - (d) Prescribing medication for a patient
9. What is biomedical waste?
- (a) Waste generated from household activities
 - (b) Waste generated from industrial processes
 - (c) Waste generated from medical and healthcare activities
 - (d) Waste generated from agricultural activities

10. Which of the following is NOT considered biomedical waste?
- (a) Human tissues and organs
 - (b) Plastic packaging of household items
 - (c) Used surgical instruments
 - (d) Discarded medicines

Part B

(5 × 5 = 25)

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

11. (a) What is the composition of the State Council of Clinical Establishments?

Or

- (b) What is the function of the State Council / Union Territory Council of Clinical Establishments?

12. (a) What are the conditions for claiming compensation under the Act?

Or

- (b) Explain the types of compensation are provided under the Workmen's Compensation Act, 1923?

13. (a) What are the legal obligations of hospitals regarding patient safety and quality?

Or

- (b) Explain the importance of informed consent in hospitals?

14. (a) How does the MTP Act impact the rights of women?

Or

- (b) Explain the gestational limits for abortion under the MTP Act?

15. (a) What are the responsibilities of genetic counseling centers, laboratories, and clinics under the PCPNDT Act?

Or

- (b) What is the role of the Appropriate Authority under the PCPNDT Act?

Part C

(5 × 8 = 40)

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

16. (a) What are the conditions for registration of a clinical establishment under this Act?

Or

- (b) Enumerates the main regulations governing fire safety licensure in India?

17. (a) What are the key aspects of the Employees' Provident Funds and Miscellaneous Provisions Act, 1952?

Or

- (b) What rights do employees have under the Payment of Wages Act, 1936?

18. (a) Explain the process for filing a complaint?

Or

- (b) Discuss the product liability under the Consumer Protection Act, 2019?

19. (a) Discuss the main objectives of the Human Organ Transplantation Act?

Or

- (b) What measures are in place to ensure the ethical practice of organ transplantation?

20. (a) Explain the main provisions of the PCPNDT Act?

Or

- (b) What are the permissible uses of prenatal diagnostic techniques under the PCPNDT Act?
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C-5561

Sub. Code

92134

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Health Service Management

HOSPITAL PLANNING AND DESIGN

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which aspect is NOT relevant to the growth and expansion of hospitals?
 - (a) Demographic changes
 - (b) Political climate
 - (c) Advancements in technology
 - (d) Fixed government policies
2. Which of the following is a characteristic of government hospitals in India?
 - (a) Profit-driven
 - (b) Primarily funded by private entities
 - (c) Provide services at minimal or no cost
 - (d) Focus on elective procedures

3. Demographic details in market analysis typically include all of the following EXCEPT:
- (a) Age distribution
 - (b) Employment rates
 - (c) Personal preferences
 - (d) Household income
4. What is the primary goal of a pre-launch market strategy?
- (a) To assess patient satisfaction
 - (b) To create awareness and generate interest
 - (c) To evaluate competitor performance
 - (d) To finalize operational procedures
5. Area calculation needs in hospital planning are influenced by:
- (a) Only the number of beds available
 - (b) Various functional requirements including patient care areas
 - (c) The architectural style of the building
 - (d) Government regulations alone
6. Hospital income and expenditure analysis is essential for
- (a) Determining employee salaries
 - (b) Assessing the hospitals profitability and sustainability
 - (c) Managing patient satisfaction levels
 - (d) Creating marketing campaigns

7. Area computations in hospital design primarily relate to:
 - (a) Financial projections
 - (b) Space allocation for various services
 - (c) Staffing requirements
 - (d) Equipment procurement
8. Municipal by-laws regarding hospital design typically address:
 - (a) Architectural aesthetics
 - (b) Safety standards and zoning regulations
 - (c) Patient care protocols
 - (d) Staff recruitment processes
9. The ongoing modifications and expansions of hospital designs are primarily driven by
 - (a) Patient preferences
 - (b) Changes in healthcare demands and technology
 - (c) Aesthetic considerations
 - (d) Seasonal trends
10. What is the role of trained personnel in modern hospital administration
 - (a) To perform basic tasks only
 - (b) To manage complex healthcare operations effectively
 - (c) To handle only patient interactions
 - (d) To oversee construction projects

Section B

(5 × 5 = 25)

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

11. (a) Why is scientific planning and design important for hospitals?

Or

- (b) How is this subject relevant to healthcare management courses?

12. (a) What are the key components involved in conducting a market analysis for a new healthcare facility?

Or

- (b) How should responses from a market survey be analyzed to inform decisions about a new healthcare facility?

13. (a) How does the discipline of a hospital influence its planning and operational requirements?

Or

- (b) Name three key medical disciplines typically found in hospitals and describe their importance.

14. (a) List and explain three basic principles of hospital architecture.

Or

- (b) Describe the significance of the flow of personnel and materials in hospital design.

15. (a) How can modern technology be applied in hospital administration?

Or

- (b) Why is it essential to have specialized and trained personnel in hospital planning?

Section C

(5 × 8 = 40)

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

16. (a) How is this subject relevant to healthcare management courses?

Or

- (b) Analyze the current state of hospitals in India. What challenges do they face, and what opportunities exist for improvement in healthcare delivery?

17. (a) Discuss the significance of conducting a market analysis for a new healthcare facility.

Or

- (b) Examine the role of promoters in establishing healthcare facilities. How do their backgrounds, expertise, and vision influence the success of the venture?

18. (a) Analyze the role of project management in the planning and execution of hospital facilities. What strategies can be employed to ensure projects are completed on time and within budget?

Or

- (b) Evaluate the methodologies used for area calculation in hospital planning. What role does accurate area measurement play in ensuring adequate service delivery?

19. (a) Analyze the necessity of incorporating expansion provisions in hospital design. How can architects plan for future growth while ensuring that current needs are met?

Or

- (b) Analyze the basic principles and criteria that guide hospital design. How can adherence to these principles enhance patient care and operational efficiency?
20. (a) Evaluate the potential applications of modern technology in hospital planning and management.

Or

- (b) Identify and discuss the challenges facing hospital administration today. How can these challenges impact the effectiveness of healthcare delivery?
-

C-5562

Sub. Code

92135

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Health Service Management

COUNSELING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The principle of “non-judgmental attitude” in counseling means that the counselor should
 - (a) Agree with the client’s opinions
 - (b) Avoid criticizing the client
 - (c) Only focus on positive aspects
 - (d) Avoid analyzing the client’s feelings
2. Which theory of counseling emphasizes changing negative thought patterns to influence behavior?
 - (a) Psychoanalytic Theory
 - (b) Person-Centered Theory
 - (c) Cognitive-Behavioral Theory
 - (d) Gestalt Theory

3. Non-verbal communication in counseling includes
 - (a) Written notes
 - (b) Tone of voice
 - (c) Facial expressions and gestures
 - (d) Both (b) and (c)
4. Active listening involves
 - (a) Simply hearing what the client says
 - (b) Responding with advice immediately
 - (c) Understanding and reflecting back the client's words and emotions
 - (d) Ignoring non-verbal cues
5. Which of the following is NOT a key trait of an effective counselor?
 - (a) Empathy
 - (b) Objectivity
 - (c) High emotional reactivity
 - (d) Strong communication skills
6. An essential skill for a counselor that helps them understand the client's feelings and experiences is
 - (a) Persuasion
 - (b) Empathy
 - (c) Assertiveness
 - (d) Impulsiveness
7. What is the primary benefit of group therapy?
 - (a) Individualized treatment
 - (b) Cost-effectiveness
 - (c) Support from peers
 - (d) Immediate access to medication

8. Which of the following is considered a hallmark symptom of substance use disorder?
- (a) Occasional binge drinking
 - (b) Tolerance and withdrawal symptoms
 - (c) Social drinking
 - (d) Recreational use
9. What is the primary goal of marital counseling?
- (a) To separate couples
 - (b) To improve communication and resolve conflicts
 - (c) To assign blame to one partner
 - (d) To enforce traditional gender roles
10. Which counseling approach is often effective for terminally ill patients?
- (a) Directive therapy
 - (b) Supportive counseling
 - (c) Behavioral therapy
 - (d) Psychoanalysis

Part B

(5 × 5 = 25)

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

11. (a) In what ways can counseling help with personal development?

Or

- (b) Describe cognitive-behavioral therapy (CBT) in counseling.

12. (a) In effective communication, is non-verbal communication or verbal communication more critical for conveying empathy.

Or

- (b) When responding to a client, is it better to use open-ended questions or closed-ended questions to encourage detailed sharing? Discuss.

13. (a) How does cultural sensitivity enhance the counselling relationship?

Or

- (b) What role does active listening play in the counsellor-counselee relationship?

14. (a) What are some warning signs that may indicate a person is at risk for suicide?

Or

- (b) How does a facilitator's role differ from a participant's in group therapy?

15. (a) What steps should counselors take if they encounter an ethical dilemma?

Or

- (b) How do ethical standards contribute to the professionalism of counseling practices?

Part C

(5 × 8 = 40)

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

16. (a) Outline the role of empathy in creating a safe space for clients to open up.

Or

- (b) Discuss the broader societal benefits, including improved mental health, reduced conflict, and increased productivity.
17. (a) In Transactional Analysis, is focusing on the Parent ego state or child ego state more relevant when addressing learned behaviour from authority figures? Discuss.

Or

- (b) *“for establishing rapport in counseling, is eye contact or paraphrasing more helpful”* – Explain.
18. (a) Describe the essential skills, educational background, and personal attributes that contribute to a successful counseling practice. Discuss how these factors enable counselors to build trust and rapport with clients.

Or

- (b) Discuss issues such as managing difficult client behaviors, maintaining professional boundaries, dealing with emotional burnout, and navigating ethical dilemmas.
19. (a) Evaluate the roles of the therapist and the participants, and consider the various types of group therapy.

Or

- (b) Analyze the impact of drug addiction and alcoholism on individuals, families, and society as a whole.

20. (a) Discuss the role of marital counseling in addressing relationship issues between partners.

Or

- (b) Discuss the importance of creating a supportive environment that addresses grief, fear, and existential concerns.
-

C-5563

Sub. Code

92136

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Health Service Management

TELE MEDICINE AND MEDICAL TOURISM

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The Global Telemedicine Market is projected to reach what value by 2025?
 - (a) \$50 billion
 - (b) \$75 billion
 - (c) \$100 billion
 - (d) \$130 billion

2. In India, which government initiative is aimed at enhancing telemedicine services?
 - (a) Digital India
 - (b) National Health Mission
 - (c) Ayushman Bharat
 - (d) Pradhan Mantri Jan Arogya Yojana

3. Which of the following is NOT a principle of multimedia?
- (a) Text
 - (b) Audio
 - (c) Data
 - (d) Radioactivity
4. What does PSTN stand for in telecommunication?
- (a) Public Switch Telephone Network
 - (b) Personal Satellite Telephone Network
 - (c) Public Standard Telecommunication Network
 - (d) Private Switch Telephone Network
5. Which of the following is NOT a benefit of medical tourism?
- (a) Cost savings
 - (b) Access to advanced medical technology
 - (c) Longer wait times for procedures
 - (d) Opportunity for holistic treatments
6. Which region is currently considered the largest market for medical tourism?
- (a) North America
 - (b) Europe
 - (c) Asia-Pacific
 - (d) Africa

7. What is one benefit of participating in health and wellness programs during spa tourism?
- (a) Increased stress levels
 - (b) Short-term weight loss
 - (c) Long-term lifestyle changes and improved health
 - (d) Reduced social interaction
8. Which type of spa usually integrates fitness activities nutritional programs, and holistic healing approaches?
- (a) Day Spa
 - (b) Resort Spa
 - (c) Destination Spa
 - (d) Medical Spa
9. What role does the government typically play in health tourism?
- (a) Only to provide funds to hospitals
 - (b) To create regulations and support infrastructure development
 - (c) To promote leisure tourism only
 - (d) None of the above
10. Which type of health insurance is crucial for medical tourists?
- (a) Travel insurance only
 - (b) Local health insurance
 - (c) Comprehensive health coverage that includes international care
 - (d) None of the above

Part B

(5 × 5 = 25)

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

11. (a) How has technology influenced the evolution of telemedicine?

Or

- (b) What are the major challenges faced by telemedicine in rural areas of India?

12. (a) Describe the differences between these two types of networks.

Or

- (b) Explain the basic concept of encryption in protecting medical records.

13. (a) Define medical tourism and explain its significance in today's healthcare landscape.

Or

- (b) List and describe at least three benefits of medical tourism for patients.

14. (a) Define a Resort Spa and discuss the types of wellness experiences typically available there.

Or

- (b) Explain the ESPN aspects of healing. How do they contribute to overall wellness?

15. (a) What challenges do medical tourism operators face in obtaining the necessary approvals?

Or

- (b) How do cultural differences influence the design of medical tour packages?

Part C

(5 × 8 = 40)

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

16. (a) Discuss the ethical and legal aspects associated with telemedicine.

Or

- (b) Analyze the potential consequences of breaches of confidentiality for patients and healthcare providers, and evaluate how regulatory frameworks can enhance data security in telemedicine.
17. (a) Analyze the importance of each medium in facilitating effective communication between healthcare providers and patients.

Or

- (b) Evaluate the advantages and disadvantages of these communication methods in a telemedicine setting.
18. (a) Discuss the role of health insurance in medical tourism. Can insurance cover international treatments?

Or

- (b) How do cultural differences affect the experiences of medical tourists? Discuss.
19. (a) Describe the concept of spa tourism and its significance in the wellness industry.

Or

- (b) What distinguishes a Medical Spa from other types of spas? Provide examples of services offered.

20. (a) Evaluate the competitive landscape and identify potential challenges and opportunities for businesses operating in this sector.

Or

- (b) Discuss the role of accreditation and certification in ensuring quality and safety for medical tourists.
-