

C-8256

Sub. Code

92111

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Health Service Management

**PRINCIPLES OF MANAGEMENT & ORGANISATIONAL
BEHAVIOUR**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Planning focuses on which type of goals.
 - (a) Short - term only
 - (b) Long - term only
 - (c) Both short -term and long-term goals
 - (d) Personal goals of employees

2. According to Fayol, which principles of management focuses on aligning individual efforts towards a single plan?
 - (a) Scalar chain
 - (b) Unity of direction
 - (c) Esprit de corps
 - (d) Centralization

3. Which type of organization is formed deliberately to achieve specific objectives?
 - (a) Informal Organization
 - (b) Virtual Organization
 - (c) Formal Organization
 - (d) Social Organization

4. Which of the following is the first step in staffing process?
 - (a) Training and development
 - (b) Recruitment
 - (c) Manpower planning
 - (d) Selection

5. What is the central concept of the Self-determination theory of motivation?
 - (a) Intrinsic and extrinsic motivation
 - (b) The importance of reinforcement
 - (c) Achieving self -actualization
 - (d) Avoiding punishment

6. Which of the following is an effective time management strategy to reduce stress?
 - (a) Procrastinating until the deadline approaches
 - (b) Prioritizing tasks based on importance and urgency
 - (c) Working on multiple tasks simultaneously
 - (d) Ignoring non-essential activities altogether

7. Which leadership style encourages collaboration, group decision- making and input from team members?
 - (a) Autocratic
 - (b) Democratic
 - (c) Transactional
 - (d) Laissez – faire

8. What is the role of leadership in managing organizational change?
 - (a) To resist change
 - (b) To create a vision and guide the process
 - (c) To ignore employee feedback
 - (d) To ensure the change happens without employee involvement

9. What is the first step in the benchmarking process?
 - (a) Collecting data
 - (b) Analyzing performance gaps
 - (c) Identifying benchmarking partners
 - (d) Setting improvement goals

10. Which financial source is typically used by entrepreneurs to fund their business in the early stages?
 - (a) Bank loans
 - (b) Angel Investors
 - (c) Venture Capital
 - (d) Crowd funding

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on MBO.

Or

- (b) Describe the characteristics of a sound plan.

12. (a) Distinguish between delegation of authority and decentralization.

Or

- (b) Why is coordination called as essence of management?

13. (a) What is the relationship between attitudes and behavior in the workplace?

Or

- (b) Explain the stress management strategies in organizations.

14. (a) What do you mean by power? Explain its importance in management.

Or

- (b) What is delegation? Point out the factors that affect delegation of authority?

15. (a) What is benchmarking? How does it help organizations to improve their performance?

Or

- (b) What are the key principles of Japanese managements and do they differ from Western management practices?

Part C

(5 × 8 = 40)

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

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

Or

- (b) What do you mean by social responsibility of manager? How can social responsibility be operational in an organization?

17. (a) What is departmentation? How is it essential for the management of a business enterprise?

Or

- (b) What do you mean by staffing? How is it important to an organization? Discuss how every manager is responsible for staffing.

18. (a) What are the essential characteristics of a good communication system?

Or

- (b) Discuss the principles of effective directing.

19. (a) What are the factors which affect individual performance? How is motivation Important in this context?

Or

- (b) Explain how an autocratic leadership style can be both beneficial and detrimental in an organizational setting.

20. (a) What do you mean by management by objectives?
What are the different steps Involved in it?

Or

- (b) Explain the importance of innovation in entrepreneurial management and how it influences business growth and competitive advantage.
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C-8257

Sub. Code

92112

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Health Service Management

HOSPITAL ADMINISTRATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary role of hospital administrators in patient care?
 - (a) Directly treating patients
 - (b) Overseeing the quality and efficiency of care
 - (c) Writing prescriptions for patients
 - (d) Conduction medical research

2. What is the primary goal of supportive services in a hospital?
 - (a) Assisting clinical operations for better patient care
 - (b) Directly treating diseases
 - (c) Conducting health awareness programs
 - (d) Performing medical research

3. In case of an emergency, what is the role of the front desk?
 - (a) Diagnosing the patient
 - (b) Performing minor medical procedures
 - (c) Directing the patients to the emergency department
 - (d) Scheduling routine appointments

4. Which document is required for a patient leaving against medical advice?
 - (a) Consent for emergency procedures
 - (b) Billing summary
 - (c) AMA discharge form
 - (d) Patient's insurance card

5. Which of the following is a critical concern in the storage of blood products?
 - (a) Hiring administrative staffs
 - (b) Availability of skilled surgeons
 - (c) Maintaining appropriate temperature and storage conditions
 - (d) Scheduling outpatient consultations

6. Which professional is responsible for interpreting radiological images?
 - (a) Pathologist
 - (b) Radiologist
 - (c) Cardiologist
 - (d) Physiotherapist

7. Why is airflow management important in an operation theatre?
- (a) To improve the patient's comfort
 - (b) To control temperature and prevent airborne infections
 - (c) To reduce lighting requirements
 - (d) To simplify surgical procedures
8. Why is infection control important in ICU management?
- (a) To minimize operation costs
 - (b) To prevent hospital-acquired infections in critically ill patients
 - (c) To simplify staff duties
 - (d) To reduce the need for patient monitoring
9. Which act governs the handling of medico-legal cases in India?
- (a) The Indian Evidence Act, 1872
 - (b) The Consumer Protection Act
 - (c) The Medical Council Act
 - (d) The Indian Penal Code
10. A common problem with sterilization indicators in CSSD is
- (a) The indicators not changing color to confirm sterilization
 - (b) The indicators being used only once
 - (c) The indicators providing too much information
 - (d) The indicators being too expensive to replace

Part B

(5 × 5 = 25)

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

11. (a) What are the core components of the health care sector, and how do they work together to provide comprehensive care?

Or

- (b) What are the primary roles and responsibilities of nursing administrators in a hospital setting?
12. (a) What are the key challenges hospitals face in managing both inpatient and outpatient billing?

Or

- (b) What is the role of ward management in maintaining accurate patient records and documentation?
13. (a) What are the main functions of the Nephrology department in a hospital?

Or

- (b) What are the primary functions of the transfusion services department within a hospital?
14. (a) What are the main operational challenges faced in the day-to-day management of the operation theatre?

Or

- (b) Write briefly on the common problems in nursing services.

15. (a) Explain the steps involved in the registration process in the emergency department.

Or

- (b) What is the purpose of a triage register, and how it is used in the ED?

Part C

(5 × 8 = 40)

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

16. (a) Elucidate the role of hospitals in healthcare services.

Or

- (b) What role does patient transportation within the hospital play in ensuring efficient service delivery?

17. (a) What are the daycare services in a hospital, and what types of procedures are typically performed?

Or

- (b) What information is typically collected during the patient registration process, and why is it important?

18. (a) What are the key imaging services provided in a hospital, and how do they support patient care?

Or

- (b) Explain the role played by the radiology department in guiding treatment decisions planning for surgical interventions.

19. (a) How does the operating theatre ensure a sterile and safe environment for surgical procedures?

Or

- (b) Elucidate the major problems in Operation Theater.
20. (a) What procedures are followed for the cleaning, disinfection and sterilization of medical instruments in the CSSD?

Or

- (b) What are the standard procedures for identifying and registering a medico-legal case in the hospital?
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C-8258

Sub. Code

92113

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Health Service Management

HEALTH ECONOMICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Microeconomics deals with:
 - (a) The economy as a whole
 - (b) Individual units like consumers and firms
 - (c) Global trade policies
 - (d) Government budgets

2. The law of demand states that
 - (a) Price and quantity demanded are directly related
 - (b) Price and quantity demanded are inversely related
 - (c) Demand is independent of price
 - (d) Supply creates its own demand

3. If a commodity has a high number of substitutes, its price elasticity of demand will be
 - (a) Perfectly inelastic
 - (b) Less elastic
 - (c) More elastic
 - (d) Unaffected by substitutes

4. Demand forecasting is important for
 - (a) Government policies only
 - (b) Business decision-making and production planning
 - (c) Reducing employment levels
 - (d) Increasing product prices

5. In perfect competition, firms are
 - (a) Price makers
 - (b) Price takers
 - (c) Monopoly holders
 - (d) Government-regulated

6. Which type of market has the highest level of product differentiation?
 - (a) Perfect competition
 - (b) Oligopoly
 - (c) Monopoly
 - (d) Monopolistic competition

7. Opportunity cost refers to
 - (a) The amount of money spent on production
 - (b) The value of the next best alternative forgone
 - (c) The total revenue generated from a business
 - (d) The cost of hiring workers

8. Cost Minimization Analysis is most useful in
 - (a) Comparing treatment options in healthcare
 - (b) Determining consumer preferences
 - (c) Measuring brand loyalty
 - (d) Evaluating market competition

9. Health economics primarily deals with
- (a) The production, distribution, and consumption of healthcare services
 - (b) The financial performance of hospitals only
 - (c) Marketing strategies for pharmaceutical companies
 - (d) The study of human anatomy and diseases
10. Which of the following is NOT a type of economies of scale?
- (a) Internal economies of scale
 - (b) External economies of scale
 - (c) Marginal economies of scale
 - (d) Financial economies of scale

Part B

(5 × 5 = 25)

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

11. (a) Explain the Nature and scope of Managerial Economics.

Or

- (b) Describe the role and responsibilities of Managerial Economics.

12. (a) State and explain the circular flow of Macro economic activity.

Or

- (b) Discuss the role of fiscal policy in controlling inflation and unemployment.

13. (a) What are the main types of market structures? Briefly explain each.

Or

- (b) Compare and contrast public and private healthcare systems.

14. (a) List out the different types of Cost.

Or

- (b) Describe the Quality adjusted life years briefly.

15. (a) Identify the different factors related to health care.

Or

(b) Write down the features of National Health Policy.

Part C

(5 × 8 = 40)

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

16. (a) Discuss briefly about the Gap between Theory and Practice.

Or

(b) Explain briefly about the Applications of Health Care.

17. (a) Elucidate the Determinants of Supply with suitable flowchart.

Or

(b) Write down the key components of fiscal policy.

18. (a) Write the differences between Perfect and Imperfect Market.

Or

(b) Elaborate briefly the Market Mechanism in Health Care.

19. (a) Elucidate the Importance and forms of economic valuation.

Or

(b) Illustrations the relationship between Financial cost and Economic cost.

20. (a) Explain the difference between internal and external economies of scale with examples.

Or

(b) How does a well-structured National Health Policy improve the life expectancy of citizens?

C-8259

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92114

M.B.A. DEGREE EXAMINATION, APRIL 2026

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. What is the primary purpose of bookkeeping?
 - (a) To analyze profits
 - (b) To record financial transactions
 - (c) To prepare tax returns
 - (d) To calculate depreciation

2. Which of the following is a nominal account?
 - (a) Land and building account
 - (b) Purchases account
 - (c) Bank account
 - (d) Debtors account

3. Which method results in equal depreciation expense annually?
- (a) Straight Line Method
 - (b) Diminishing Balance Method
 - (c) Annuity Method
 - (d) None of the above
4. Depreciation is classified under:
- (a) Capital expenditure
 - (b) Revenue expenditure
 - (c) Deferred expenditure
 - (d) Material expenditure
5. Funds from operations are calculated by:
- (a) Adjusting non-cash expenses and incomes
 - (b) Adjusting long-term liabilities
 - (c) Subtracting current liabilities from current assets
 - (d) Only cash
6. Non-cash items excluded from Funds Flow Statement include:
- (a) Depreciation
 - (b) Wages
 - (c) Repairs
 - (d) Taxes
7. The formula for Break-Even Point (BEP) in units is:
- (a) $\text{Fixed Costs} / (\text{Selling Price p.u} - \text{Variable Cost p.u})$
 - (b) $\text{Fixed Costs} / \text{Selling Price p.u}$
 - (c) $\text{Variable Costs} / \text{Fixed Costs}$
 - (d) $\text{Total Costs} / \text{Selling Price per Unit}$

8. Cost-Volume-Profit (CVP) analysis helps in:
- (a) Determining the break-even point
 - (b) Analyzing only fixed costs
 - (c) Managing inventory
 - (d) Calculating cash flow
9. Which of the following is not an element of cost?
- (a) Material cost (b) Labour cost
 - (c) Overheads (d) Selling price
10. The difference between standard cost and actual cost is called:
- (a) Break-even point (b) Profit margin
 - (c) Cost variance (d) Marginal cost

Part B

(5 × 5 = 25)

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

11. (a) Preparation of Journal, Ledger, and Trial Balance
- The following transactions occurred during the month of January 2023 for XYZ Hospital:
- (i) Started the hospital with a capital of Rs. 2,00,000.
 - (ii) Purchased medical supplies worth Rs. 50,000 on credit.
 - (iii) Paid Rs. 25,000 for rent.
 - (iv) Received Rs. 30,000 from patients (cash).
 - (v) Paid Rs. 10,000 for hospital staff salaries.
 - (vi) Purchased medical equipment for Rs. 75,000 (Rs. 25,000 paid in cash and Rs. 50,000 on credit).

Or

(b) Prepare Journal entries for the following transactions:

- Started a business with Rs. 1,00,000 in cash.
- Purchased furniture for Rs. 20,000.
- Sold goods for Rs. 15,000 (cash).
- Paid rent of Rs. 5,000.
- Interest received of Rs. 5,000.

12. (a) Explain the causes of depreciation and its necessity in accounting.

Or

(b) Discuss the uses and limitations of ratio analysis in evaluating the financial health of a hospital. How do liquidity and profitability help in financial decision-making?

13. (a) Calculate the Fund Flow Analysis - Sources and Uses of Funds by taking the following transactions for XYZ Hospital during the year 2023:

- Net Income: Rs. 50,000
- Depreciation Expense: Rs. 5,000
- Increase in Accounts Receivable: Rs. 10,000
- Decrease in Accounts Payable: Rs. 4,000
- Increase in Inventory: Rs. 6,000
- Proceeds from Sale of Equipment: Rs. 8,000.

Or

(b) Prepare a Cash Flow Statement using the following information:

- Opening Cash Balance: Rs. 20,000
- Cash from Operating Activities: Rs. 1,00,000
- Cash used in Investing Activities: Rs. 50,000
- Cash from Financing Activities: Rs. 30,000

14. (a) Explain the role of budgeting in cost containment in hospitals.

Or

(b) Discuss the problems of budgeting in hospitals and suggest methods to overcome them.

15. (a) Describe the Steps Involved in the Preparation of a Cost Sheet.

Or

(b) Describe the elements of cost in hospitals and explain how each element contributes to the total cost of healthcare services.

Part C

(5 × 8 = 40)

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

16. (a) Prepare Final Accounts of ABC Hospital as of 31st December 2023:

- Opening Stock: Rs. 10,000
- Purchases: Rs.60,000
- Sales: Rs. 1,00,000
- Closing Stock: Rs. 15,000
- Salaries Expense: Rs. 12,000

- Rent Expense: Rs. 8,000
- Depreciation on Equipment: Rs. 5,000
- Accounts Payable: Rs. 7,000
- Accounts Receivable: Rs. 5,000
- Capital: Rs. 30,000
- Drawings: Rs. 4,000
- Cash: Rs. 15,000

Or

- (b) Prepare Journal, Ledger, and Trial Balance of XYZ Hospital during the month of December 2023
- (i) Started business with a capital of Rs. 50,000.
 - (ii) Purchased equipments for Rs. 15,000 on credit from ABC Traders.
 - (iii) Sold furniture for Rs. 12,000 in cash.
 - (iv) Paid rent of Rs.2,000.
 - (v) Received Rs. 5,000 from patients.
 - (vi) Purchased office equipment for Rs .8,000 in cash.

17. (a) Discuss the uses and limitations of ratio analysis in hospital financial management, focusing on how it helps in assessing liquidity, profitability, and financial performance.

Or

- (b) Explain the causes of depreciation in hospital assets and how depreciation affects both the income statement and balance sheet.

18. (a) Describe the Steps in Preparing a Schedule of Changes in Working Capital.

Or

- (b) Explain the uses of Cash Flow Analysis in managing hospital operations.
19. (a) Explain the need and elements of budgeting in hospitals. How does budgeting contribute to effective financial management in healthcare organizations?

Or

- (b) Discuss the challenges faced in hospital budgeting and suggest ways to overcome them.
20. (a) Calculate the standard cost and labour variance of XYZ Hospital.

- Standard Hourly Rate: Rs. 100
- Standard Labor Hours per Patient: 5
- Actual Labor Cost for 200 patients: Rs. 105,000
- Actual Labor Hours for 200 patients: 1,000 hours

Calculate the Standard Costing and Labor Variance.

Or

- (b) The following expenses were incurred by XYZ Hospital for the month of January 2023; Prepare the cost sheet.
- Direct Materials: Rs. 50,000
 - Direct Labor: R.30,000
 - Factory Overhead: Rs. 10,000
 - Administrative Overhead: Rs. 5,000
 - Selling and Distribution Overhead: Rs. 3,000

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Sub. Code

92115

M.B.A. DEGREE EXAMINATION, APRIL 2026

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 is the primary objective of Human Resource Planning?
 - (a) To reduce employee turnover
 - (b) To ensure the right number of people in the right jobs at the right time
 - (c) To enhance employee satisfaction
 - (d) To minimize training costs

2. Green HRM refers to:
 - (a) Environment-friendly HR practices
 - (b) Hiring only environmentally-conscious employees
 - (c) Training employees on recycling techniques
 - (d) Reducing recruitment costs

3. Which of the following is an example of off-the-job training?
 - (a) Job rotation
 - (b) Coaching
 - (c) Classroom training
 - (d) On-the-job mentoring

4. Which of the following is a principle of learning?
 - (a) Continuous feedback
 - (b) Randomized content delivery
 - (c) Avoiding performance assessments
 - (d) Memorization without understanding

5. What is the purpose of job evaluation?
 - (a) To determine the monetary value of jobs
 - (b) To reduce employee workload
 - (c) To develop new job descriptions
 - (d) To ensure employee satisfaction

6. High turnover and absenteeism indicate:
 - (a) Effective employee engagement
 - (b) Poor job satisfaction and work environment
 - (c) Proper HR policies
 - (d) Efficient HR management

7. Wages are generally paid to:
 - (a) Daily workers
 - (b) Annual employees
 - (c) Stockholders
 - (d) Consultants

8. Financial incentives include:
 - (a) Praise and recognition
 - (b) Cash bonuses
 - (c) Flexible work hours
 - (d) Employee training

9. Which of the following is an example of workers participation in management?
- (a) Employees forming unions
 - (b) Employees involved in decision-making
 - (c) Management conducting appraisals
 - (d) Workers attending training sessions
10. What is the main goal of occupational health and safety programs?
- (a) To increase employee working hours
 - (b) To prevent workplace injuries and illnesses
 - (c) To train employees in marketing
 - (d) To evaluate employee performance

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on the different types of Interview.
Or
(b) Briefly explanation the key techniques of job design.
12. (a) Describe in detail the significance of training and state why it is necessary.
Or
(b) Describe the different types of training methods used in employee development.
13. (a) Explain the need for performance appraisal in managing employee performance.
Or
(b) Elucidate the different methods of Performance appraisal.
14. (a) Explain the objective of Compensation.
Or
(b) Illustrate the steps involved and the reasoning behind creating a wage and salary policy.

15. (a) Explain Code of Conduct, and state why is it important for employees.

Or

- (b) What are occupational hazards? Illustrate with examples from various industries.

Part C

(5 × 8 = 40)

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

16. (a) Elaborate the steps involved in recruitment process.

Or

- (b) Elaborate on the job analysis process and its benefits.

17. (a) Elucidate various types of training.

Or

- (b) Describe the process of evaluating a training program.

18. (a) Illustrate Herzberg's two-factor theory.

Or

- (b) Explain the process and the different methods used to evaluate jobs effectively.

19. (a) Examine the components of executive compensation.

Or

- (b) What are fringe benefits? Discuss their importance in enhancing employee satisfaction and loyalty.

20. (a) Elucidate the types of occupational hazards. How can organizations mitigate these risks effectively?

Or

- (b) Explain the concept of social security and its key components. How does it benefit employees and employers?

C-8261

Sub. Code

92116

M.B.A. DEGREE EXAMINATION, APRIL 2026

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. The information generated at regular intervals is a _____ information.
 - (a) Depositing
 - (b) Saving
 - (c) Recurring
 - (d) Collecting

2. Information systems that support the business functions that reach out to suppliers are known as:
 - (a) Decision support systems
 - (b) Expert information systems
 - (c) Back-office information systems
 - (d) Front office information systems

3. The quality of information which is based on understanding user needs
 - (a) Complete
 - (b) Trustworthy
 - (c) Relevant
 - (d) None of the above

4. Operational information is needed for
 - (a) Day to day operations
 - (b) Meet government requirements
 - (c) Long range planning
 - (d) Short range planning

5. EHR is the short form of
 - (a) Electronic Health Record
 - (b) Electronic Hospital Record
 - (c) Electronic Health Research
 - (d) None of the above

6. Which of the following can be a multivalued attribute?
 - (a) Phone number
 - (b) Name
 - (c) Date of birth
 - (d) All of the mentioned

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 a specific property (i.e.. table column)
 - (d) Prevent users from changing the values stored in the table

8. What type of system tracks inventory and related business processes across department and companies?
 - (a) Strategic information systems
 - (b) Data processing systems
 - (c) Inventory management systems
 - (d) Supply chain management systems

9. DSS is the short form of
 - (a) Decision Support System
 - (b) Decision Social System
 - (c) Digital Support System
 - (d) None of the above

10. What type of Web site allows visitors to create and maintain information posted on its site?
 - (a) Open source site
 - (b) Wiki
 - (c) Knowledge construction sites
 - (d) FTP site

Part B

(5 × 5 = 25)

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

11. (a) Explain the need of ESS in detail.

Or

- (b) Discuss in detail the future of healthcare record.

12. (a) Discuss the process of automating the paper record.

Or

- (b) Explain in detail the functions of EHR.

13. (a) Write a short note on Computer Crime.

Or

- (b) Discuss the importance of privacy and confidentiality regarding information.

14. (a) Explain the importance of web communication technologies with examples.

Or

- (b) Write the purpose of cloud computing in today's era.

15. (a) Write a short note on Knowledge management.

Or

- (b) Explain the key factors of globalization of IT.

Part C

(5 × 8 = 40)

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

16. (a) Explain briefly the need of MIS.

Or

- (b) Write the key factors of TPS.

17. (a) Explain in detail the need and functions of health record.

Or

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

18. (a) Write a short note on various measures and laws in securing the information.

Or

- (b) Explain in detail the analysis phase of information system cycle.

19. (a) Discuss the history related to electronic communication.

Or

- (b) Write the key factors of WWW and Communication Technology.

20. (a) Write a short note on Wireless Computing with suitable examples.

Or

(b) Discuss the barriers to Information Technology implementation.

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Sub. Code

92117

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Health Service Management

BUSINESS COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Gestural communication is a _____.
 - (a) Non-Verbal Message
 - (b) Direct conversation
 - (c) Oral communication
 - (d) Written

2. Physical Barriers to communication are _____.
 - (a) Time and distance
 - (b) Interpretation of words
 - (c) Denotations
 - (d) Connotations

3. Communication starts with:
 - (a) Encoding
 - (b) Sender
 - (c) Channel
 - (d) Feedback

4. The number of key elements in the communication process is:
- (a) Five
 - (b) Six
 - (c) Seven
 - (d) Four
5. Communication between HR manager and salesman is an example of:
- (a) Horizontal communication
 - (b) Lateral communication
 - (c) Diagonal communication
 - (d) Vertical communication
6. The most basic type of listening is known as:
- (a) Discriminative listening
 - (b) Comprehension listening
 - (c) Appreciative listening
 - (d) Evaluative listening
7. Communication is a _____.
- (a) One way process
 - (b) Two way process
 - (c) Three way process
 - (d) Four way process
8. The main objective of communication is:
- (a) Information and persuasion
 - (b) Skill and personality development
 - (c) Control and management
 - (d) Need
9. Gossip and rumour are part of _____ communication.
- (a) Formal
 - (b) Informal
 - (c) Horizontal
 - (d) Vertical

10. _____ refers to mental disturbances
- (a) Coherence
 - (b) Notion
 - (c) Distraction
 - (d) Psychological noise

Part B

(5 × 5 = 25)

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

11. (a) What are the purposes of Business Communication?
- Or
- (b) Explain the different methods in planning written messages.
12. (a) Write the key principles to be followed in drafting the routine messages and requests.
- Or
- (b) Discuss the nuances in drafting routine adjustment letters and refusing claim.
13. (a) Discuss the purpose of writing emails and blogs.
- Or
- (b) Write the importance in developing the content for websites.
14. (a) Explain the differences between a Business report and Business proposal.
- Or
- (b) What are the factors should be included in Conclusion section in a Business report?
15. (a) Discuss the purpose of a verbal communication.
- Or
- (b) Explain the key factors of cross-cultural communication.

Part C

(5 × 8 = 40)

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

16. (a) What are the essential components of effective business communication?

Or

- (b) Discuss the key factors in developing good written communication skills.

17. (a) Identify and explain key areas where business communication is crucial for Organization.

Or

- (b) Discuss the importance of neutral messages and composing persuasive messages.

18. (a) Discuss the importance and significance of revising email and blogs.

Or

- (b) Explain the steps involved in developing content for websites.

19. (a) Explain the ethical consideration to be taken when creating a Questionnaire.

Or

- (b) Discuss the steps involved in qualities of research writing and data analysis.

20. (a) Explain how to develop and prepare an ethical communication.

Or

- (b) Discuss the key aspects of gender sensitivity in communication.

C-8263

Sub. Code

92121

M.B.A. DEGREE EXAMINATION, APRIL 2026

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. Who is considered the father of quality management?
 - (a) Philip B. Crosby
 - (b) W. Edwards Deming
 - (c) Joseph Juran
 - (d) Frederick Taylor

2. Which tool is commonly used in quality circles for identifying and solving problems?
 - (a) Fishbone diagram
 - (b) Balanced scorecard
 - (c) Gantt chart
 - (d) SWOT analysis

3. What is the primary benefit of effective teamwork?
 - (a) Reduced workload
 - (b) Individual recognition
 - (c) Improved Collaboration and productivity
 - (d) Increased competition among members

4. Which of the following is a key aspect of six sigma?
 - (a) Waste reduction
 - (b) 100% inspection of products
 - (c) Reducing defects to 3.4% million opportunities
 - (d) Focus on employee productivity

5. What is the purpose of Kaizen in employee involvement?
 - (a) To implement large-scale charges
 - (b) To introduce financial incentives for employees
 - (c) To encourage continuous incremental improvements
 - (d) To reduce the number of team meeting

6. The “5W2H” method is used for
 - (a) Analyzing defects in quality control
 - (b) Decision – making and problem solving
 - (c) Leadership assessment
 - (d) Resource allocation in project

7. Which tool is most commonly used in statistical process control?
 - (a) Fishbone diagram
 - (b) Control chart
 - (c) Pareto chart
 - (d) Histogram

8. What does “DAMIC” stands for in six sigma methodology?
- (a) Define measure, analyze, implement, control
 - (b) Define, measure, analyse, improve, control
 - (c) Design, manage, assess, implement, charge
 - (d) Develop, measure, act, improve, check
9. In the benchmarking process the first step is
- (a) Collecting data
 - (b) Identification benchmarking partners
 - (c) Determining what to benchmark
 - (d) Implementing improvements
10. Which international standard is commonly used as a guideline for quality audits?
- (a) ISO14001
 - (b) ISO9001
 - (c) ISO45001
 - (d) ISO31000

Part B

(5 × 5 = 25)

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

11. (a) How do quality circles improve teamwork in health services?

Or

- (b) How is process defined as a determinant of quality in healthcare?

12. (a) How does customer perception of quality impact patient satisfaction and loyalty in health services?

Or

- (b) What are the key dimensions of quality in healthcare as defined by the institute of medicine?

13. (a) What are the key components of a balanced scorecard?

Or

- (b) How does the Juran Trilogy help healthcare organizations to improve the quality of care?

14. (a) Why is assessing process capability important for healthcare providers?

Or

- (b) What does an X-bar chart represent, and how does it help in monitoring healthcare processes?

15. (a) What is benchmarking, and how can it be applied to improve healthcare service quality?

Or

- (b) What are the essential components of a quality manual in healthcare?

Part C

(5 × 8 = 40)

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

16. (a) Discuss the contributions of Walter A. Shewhart to the field of quality management. How did his ideas shape the development statistical quality control in healthcare?

Or

- (b) Evaluate the challenges healthcare organizations face in measuring and managing the cost of quality.

17. (a) What role do healthcare employees play in identifying areas for quality improvement and patient safety?

Or

- (b) What motivational strategies can healthcare organizations use to ensure staff engagement and high performance?

18. (a) What does 'seiso' (shine) refer to in the 5s principles and how does maintaining cleanliness impact patient safety and healthcare quality?

Or

- (b) What is the PDCA cycle, and how is it used in continuous improvement processes in healthcare management?

19. (a) What are the seven basic tools of quality control and how are they applied in healthcare services?

Or

- (b) How can healthcare departments use learn to improve the patient flow and reduce wait times?

20. (a) How does NABH contribute to the continuous improvement of healthcare services?

Or

(b) What are the benefits of an ISO certification for healthcare providers in terms of customer trust and satisfaction?

C-8264

Sub. Code

92122

M.B.A. DEGREE EXAMINATION, APRIL 2026.

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** questions.

1. How does marketing help healthcare organisation?
 - (a) By improving financial management practices
 - (b) By reducing the need for innovation
 - (c) By attracting new patients and retaining existing ones
 - (d) By eliminating competition in the market

2. Which tool is commonly used in market intelligence systems?
 - (a) SWOT Analysis
 - (b) Block chain
 - (c) Assembly line automation
 - (d) Genetic algorithms

3. What is the main goal of market segmentation?
 - (a) To increase product prices
 - (b) To target specific customer group effectively
 - (c) To reduce the member of competitors
 - (d) To create a single marketing campaign for all customers

4. What is the primary objective of demand forecasting?
 - (a) To reduce marketing efforts
 - (b) To plan production, inventory and resources effectively
 - (c) To avoid market research
 - (d) To focus only on historical performance

5. What does bundle pricing in healthcare mean?
 - (a) Pricing services individually
 - (b) Offering a single price for a group of related services
 - (c) Providing discounts for early payments
 - (d) Adjusting prices based on a patient's financial capacity

6. Which type of healthcare advertising focuses on promoting the image and values of a healthcare provider or institution?
 - (a) Service- based advertising
 - (b) Direct response advertising
 - (c) Comparative advertising
 - (d) Brand or institutional advertising

7. Which platform is most commonly used for search engine Marketing?
- (a) Google Ads (b) Facebook Ads
(c) Twitter Ads (d) Instagram Ads
8. The main goal of search engine optimization is to
- (a) Increase website traffic by improving rankings in search engine results
(b) Create content for social media marketing
(c) Build an email subscriber list
(d) Develop paid ads for better visibility
9. What is the primary role of public relationship officer in healthcare?
- (a) To manage patient care and treatment.
(b) To handle communication between the healthcare facility and the public
(c) To perform administrative tasks in a hospital
(d) To monitor the medical staff's performance
10. The term public relations was first coined by
- (a) Ivy Lee
(b) George Creel
(c) Amos Kendall
(d) Edward Bernays

Part B

(5 × 5 = 25)

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

11. (a) What is the role of marketing intelligence in health care marketing?

Or

- (b) Give a brief note on the role of marketing organization in healthcare services.

12. (a) How demand is forecasted?

Or

- (b) Define market and write a brief note on target marketing.

13. (a) Explain the nature and characteristics of hospital services.

Or

- (b) Describe how to strengthen referral systems in health service marketing.

14. (a) What do you mean by Customer- Defined Service Standards?

Or

- (b) Write briefly on Defined service standards.

15. (a) Describe the evolution of public relations in health service marketing.

Or

- (b) What are the publicity practices followed in health service marketing?

Part C

(5 × 8 = 40)

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

16. (a) Elucidate the importance of marketing in healthcare services.

Or

- (b) Explain the challenges in practicing marketing in Healthcare services.

17. (a) Explain the steps in market segmentation.

Or

- (b) Explain the need for analyzing consumers buying behavior.

18. (a) Elucidate the role of sales force in Healthcare organization.

Or

- (b) Describe the pricing strategy followed by healthcare service providers.

19. (a) Describe the role of information technology in healthcare marketing.

Or

- (b) Explain the steps in social marketing of health services.

20. (a) Elucidate the changing role and responsibilities of health service public relations officers.

Or

(b) Describe the public relations process with illustrations.

C-8265

Sub. Code

92123

M.B.A. DEGREE EXAMINATION, APRIL 2026.

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. What is the primary purpose of medical records?
 - (a) Legal documentation
 - (b) Facilitating research
 - (c) Supporting patient care
 - (d) Billing and Reimbursement

2. Which type of coding system is used for billing and documenting diagnoses in medical records?
 - (a) CPT
 - (b) ICD
 - (c) HL7
 - (d) SNOMED

3. Which of the following is a primary consideration for the dietary department when preparing meals?
- (a) Patient's taste preferences only
 - (b) Hospital budget
 - (c) Patient's dietary restrictions and nutritional needs
 - (d) Speed of meal preparation
4. What type of hospital kitchen layout is best suited for large scale food preparation?
- (a) Linear layout
 - (b) L-Shaped layout
 - (c) Centralized or U-shaped layout
 - (d) Decentralized scattered stations
5. Which of the following duties is a hospital pharmacist responsible for?
- (a) Diagnosing diseases
 - (b) Dispensing medications and providing drug information to the healthcare team
 - (c) Performing surgical procedures
 - (d) Collecting hospital bills from patients

6. What is the term for determining the number and type of staff required in the pharmacy department?
- (a) Workload analysis
 - (b) Inventory Management
 - (c) Staff rotation
 - (d) Quality Assurance
7. Which of the following areas is the most critical for the housekeeping department to maintain in a hospital?
- (a) Cafeteria
 - (b) Administrative offices
 - (c) Operating rooms and ICUs
 - (d) Parking lots
8. In the biomedical waste management system, what type of waste is disposed of in a yellow —colored bin?
- (a) Sharps waste
 - (b) Infections and pathological waste
 - (c) Chemical waste
 - (d) Plastic waste
9. What is the recommended frequency of maintenance for critical medical equipment such as ventilators and defibrillators?
- (a) Annually
 - (b) Every 5 years
 - (c) Quarterly or as per manufacturer's guidelines
 - (d) When the equipment malfunction

10. Which of the following department is most likely to coordinate patient transportation within a hospital?
- (a) Emergency Department
 - (b) Housekeeping Department
 - (c) Hospital Transformation Department
 - (d) Administration Department

Part B

(5 × 5 = 25)

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

11. (a) Write the objectives of medical records.

Or

- (b) What do you understand by the term Bed Turnover Rate?

12. (a) Write the functions of the food service department in a hospital.

or

- (b) Explain the equipments used in the dietary department.

13. (a) Discuss the workflow of housekeeping in the hospitals.

Or

- (b) Explain briefly on AMC.

14. (a) Describe the importance of hospital engineering services maintenance Department in hospitals.

Or

- (b) What are the records maintained for admission and discharge of patients in hospital?

15. (a) Explain the layout of dietary service in hospital.

Or

- (b) Write a brief note on
(i) Bed Compliment
(ii) Bed Turnover rate.

Part C

(5 × 8 = 40)

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

16. (a) Explain the technology advancement in maintaining records in a hospital.

Or

- (b) Explain various types of forms maintained in the hospitals.

17. (a) Describe the layout of dietary service in hospitals.

Or

- (b) Explain the various types of food service in hospitals.

18. (a) Explain the objectives and functions of pharmacy department in hospital.

Or

- (b) Explain the procedure for getting pharmacy licensure for setting pharmacy in hospitals.

19. (a) Explain the managerial issues related to linen and laundry services in hospitals.

Or

- (b) Describe the responsibilities of security guard in hospitals.

20. (a) Explain the different types of vehicles used in a hospital.

Or

(b) Describe the Drug distribution system in hospitals.

C-8266

Sub. Code

92124

M.B.A. DEGREE EXAMINATION, APRIL 2026.

Second Semester

Health Service Management

RESEARCH AND STATISTICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a characteristic of the scientific method?
 - (a) Objectivity
 - (b) Subjectivity
 - (c) Systematic observation
 - (d) Empirical approach
2. Which of the following is NOT a type of research design?
 - (a) Exploratory (b) Descriptive
 - (c) Hypothetical (d) Experimental
3. The first step in social work research is
 - (a) Execution
 - (b) Defining the research problem
 - (c) Data analysis
 - (d) Reporting

4. Which sampling method ensures that each individual in the population has an equal chance of being selected?
- (a) Stratified sampling
 - (b) Purposive sampling
 - (c) Random sampling
 - (d) Snowball sampling
5. Grounded theory is primarily used for
- (a) Quantitative research
 - (b) Experimental research
 - (c) Hypothesis testing
 - (d) Theory development
6. Which of the following is a qualitative research method?
- (a) Survey
 - (b) In-depth interview
 - (c) Correlation analysis
 - (d) Standard deviation
7. The process of organizing raw data into a meaningful format is called
- (a) Coding
 - (b) Sampling
 - (c) Scaling
 - (d) Experimentation
8. What type of variable can take any numerical value within a given range?
- (a) Discrete variable
 - (b) Continuous variable
 - (c) Independent variable
 - (d) Dependent variable

9. Which of the following is NOT a measure of central tendency?
- (a) Mean (b) Median
(c) Mode (d) Standard deviation
10. What statistical test is used to compare the means of two independent groups?
- (a) Chi-square test (b) t-test
(c) Correlation test (d) Regression analysis

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of the scientific method in social work research.
Or
(b) Discuss the key steps involved in defining a research problem.
12. (a) What are the different types of research designs? Explain with examples.
Or
(b) Describe the importance and types of sampling methods used in research.
13. (a) Compare qualitative and quantitative research with suitable examples.
Or
(b) Explain the significance of in-depth interviews and focus group discussions in qualitative research.
14. (a) Define variables. Explain the different types of variables used in research.
Or
(b) What is the role of reliability and validity in research measurement?

15. (a) Explain the different measures of central tendency with suitable examples.

Or

- (b) What is correlation analysis? Discuss its types and significance in research.

Part C

(5 × 8 = 40)

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

16. (a) Explain the objectives of social work research and the steps involved in the research process.

Or

- (b) Discuss the scientific attitude and its importance in conducting social work research.

17. (a) Explain research design and its types in detail.

Or

- (b) Describe the importance of sampling in research. Discuss the errors and principles of sampling.

18. (a) Explain qualitative research, process, and various methods with examples.

Or

- (b) Discuss the relationship between qualitative and quantitative research. Highlight the differences between them.

19. (a) Define variables. Discuss the types and levels of measurement with relevant examples.

Or

- (b) Explain the process of data analysis and processing, including editing, coding, and classification.

20. (a) What are the measures of central tendency? Explain each with their advantages and limitations.

Or

- (b) Discuss the concept of regression analysis and its application in social work research.

C-8267

Sub. Code

92125

M.B.A. DEGREE EXAMINATION, APRIL 2026.

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. What is the primary goal of materials management?
 - (a) Reducing inventory cost
 - (b) Ensuring material availability
 - (c) Enhancing material quality
 - (d) All of the above

2. The materials cycle does NOT include which of the following stages?
 - (a) Procurement
 - (b) Marketing
 - (c) Storage
 - (d) Distribution

3. Which system is crucial for effective materials management in hospitals?
 - (a) Financial accounting
 - (b) Information systems
 - (c) Human resources
 - (d) Marketing

4. Logistics management primarily focuses on
 - (a) Resource allocation
 - (b) Transportation and distribution
 - (c) Cost accounting
 - (d) Employee satisfaction

5. A letter of credit is used in
 - (a) Domestic transactions
 - (b) International trade
 - (c) Insurance claims
 - (d) Arbitration

6. The purpose of an equipment audit is to
 - (a) Identify outdated inventory
 - (b) Track utilization and maintenance
 - (c) Calculate procurement costs
 - (d) Manage vendor relationships

7. What does codification in stores management mean?
 - (a) Categorizing materials systematically
 - (b) Auditing equipment
 - (c) Improving layout design
 - (d) Disposing of obsolete items

8. VED analysis is used to classify materials based on
 - (a) Importance and criticality
 - (b) Cost and usage
 - (c) Storage and distribution
 - (d) Quality and defects

9. What is the purpose of buffer stock?
 - (a) Reducing purchase frequency
 - (b) Meeting sudden demand
 - (c) Minimizing waste
 - (d) Tracking inventory levels

10. Pareto's law is commonly referred to as
- (a) 80-20 rule
 - (b) FIFO method
 - (c) Lead time formula
 - (d) JIT principle

Part B

(5 × 5 = 25)

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

11. (a) Define materials management and explain its key functions.
- Or
- (b) Discuss the goals and objectives of materials management.
12. (a) Explain the procurement procedure and its importance in logistics management.
- Or
- (b) Write a short note on vendor development and rating.
13. (a) Describe the process of equipment selection and planning in hospitals.
- Or
- (b) Explain the importance of equipment repair and maintenance.
14. (a) Discuss the principles of stores management in a hospital.
- Or
- (b) Explain the concept and benefits of codification and classification of materials.
15. (a) Describe the various types of inventory costs.
- Or
- (b) Explain the concept of EOQ and its application in inventory management.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the challenges and solutions in implementing an efficient materials management system in hospitals.

Or

- (b) Explain the role of information systems in materials management.

17. (a) Describe the tendering procedures and methods of payment in logistics management.

Or

- (b) Discuss the arbitration process in resolving disputes during procurement.

18. (a) Explain the steps involved in equipment audit and its significance.

Or

- (b) Discuss the factors to consider when planning hospital equipment.

19. (a) Describe the steps involved in the inspection, storage, and distribution of materials in a hospital.

Or

- (b) Explain the process of condemnation and disposal of obsolete materials.

20. (a) Discuss the scientific methods of inventory control, highlighting Pareto's law and ABC analysis.

Or

- (b) Explain the concept of JIT and its benefits in materials management.

C-8268

Sub. Code

92126

M.B.A. DEGREE EXAMINATION, APRIL 2026.

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. Which of the following is the primary purpose of strategic management in healthcare?
 - (a) To minimize costs
 - (b) To improve patient care
 - (c) To increase the volume of patients
 - (d) To focus on profitability

2. A SWOT analysis in healthcare focuses on
 - (a) Strengths, Weaknesses, Opportunities, and Threats
 - (b) Systems, Workflows, Opportunities, and Timeliness
 - (c) Structure, Workforce, Objectives, and Tactics
 - (d) Service, Workforce, Operations, and Treatment

3. The first step in the strategic planning process is typically
 - (a) SWOT analysis
 - (b) Vision and mission statement formulation
 - (c) Setting objectives
 - (d) Environmental scanning

4. A health organization's mission statement
 - (a) Focuses on short-term goals
 - (b) Describes the organization's long-term objectives
 - (c) Describes the organization's purpose and core values
 - (d) Provides a financial forecast

5. Which of the following is a key component of the Balanced Scorecard in healthcare?
 - (a) Financial performance
 - (b) Patient satisfaction
 - (c) Clinical outcomes
 - (d) All of the above

6. The term "market penetration" refers to
 - (a) Expanding the services offered by the healthcare organization
 - (b) Increasing the share of existing products or services in the current market
 - (c) Entering new geographic markets
 - (d) Merging with another organization

7. A healthcare organization adopting a differentiation strategy is most likely to
- (a) Offer a unique service that cannot be easily replicated
 - (b) Focus on providing low-cost services
 - (c) Merge with competitors to increase market power
 - (d) Ignore customer feedback in favor of efficiency
8. A strategy that focuses on offering products or services at the lowest possible cost is called
- (a) Differentiation strategy
 - (b) Cost leadership strategy
 - (c) Focus strategy
 - (d) Integration strategy
9. In healthcare, a strategic alliance typically involves
- (a) Merging two healthcare organizations
 - (b) Forming a partnership for shared resources or services
 - (c) Divesting non-core services
 - (d) Opening new hospitals
10. Which of the following is an example of a healthcare organization using a focus strategy?
- (a) A regional hospital specializing in pediatric care
 - (b) A general hospital offering a wide range of services
 - (c) A healthcare company entering international markets
 - (d) A hospital focusing on administrative cost-cutting

Part B

(5 × 5 = 25)

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

11. (a) Explain the approaches to strategic decision making.

Or

- (b) Discuss the characteristics of strategic management.

12. (a) Explain the importance for Organizational Appraisal.

Or

- (b) Explain the need for situational analysis.

13. (a) Write a note on
- (i) Turnaround Strategy
 - (ii) Divestment Strategy.

Or

- (b) Discuss importance of evaluation of alternatives.

14. (a) Comment on strategic implementation.

Or

- (b) Explain Value chain analysis.

15. (a) Discuss the strategic planning in Family planning.

Or

(b) Explain the importance of social responsibility in health care sector.

Part C

(5 × 8 = 40)

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

16. (a) Explain the functional Level Strategies.

Or

(b) Explain the social aspects of strategic management in health care.

17. (a) Discuss about SWOT analysis.

Or

(b) Explain in detail on environmental forecasting.

18. (a) Explain PIMS model.

Or

(b) Explain about Stop-Light Model.

19. (a) Explain Servqual model in health care sector.

Or

(b) Explain the issues in strategy implementation.

20. (a) Discuss about Strategic Management practices in International Healthcare.

Or

- (b) Explain the strategies Adopted for international healthcare by WHO.
-

C-8269

Sub. Code

92131

M.B.A. DEGREE EXAMINATION, APRIL 2026.

Third Semester

Health Service Management

OPERATIONS RESEARCH

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which layout is most suitable for mass production?
 - (a) Process layout
 - (b) Fixed position layout
 - (c) Product layout
 - (d) Hybrid layout

2. What is the main benefit of product layout?
 - (a) High flexibility
 - (b) Simple supervision
 - (c) Specialized machines for varied tasks
 - (d) Efficient for customized production

3. Operations Research (OR) was first developed during
 - (a) World War II
 - (b) The Great Depression
 - (c) World War I
 - (d) The Cold War

4. Linear Programming Problem (LPP) is used to
 - (a) Solve algebraic equations
 - (b) Optimize a linear objective function under constraints
 - (c) Paint graphics
 - (d) Prepare advertisements

5. In an Assignment Problem, the number of rows must be
 - (a) More than columns
 - (b) Zero
 - (c) Less than columns
 - (d) Equal to columns

6. Which of the following is not a function of inventory?
 - (a) Protection against uncertainties
 - (b) Improved customer service
 - (c) Increased storage cost
 - (d) Smoothing production

7. Which algorithm is commonly used to solve the shortest path problem in a network?
 - (a) Kruskal's algorithm
 - (b) Dijkstra's algorithm
 - (c) Prim's algorithm
 - (d) Hungarian method

8. Which of the following algorithms is used to find a minimum spanning tree?
- (a) Ford-Fulkerson algorithm
 - (b) Johnson's algorithm
 - (c) Prim's algorithm
 - (d) Simplex method
9. A saddle point in a game represents
- (a) No solution
 - (b) The point where both players maximize their gains
 - (c) The equilibrium point of the game
 - (d) A draw in the game
10. In the LP formulation of game theory, the objective function is typically
- (a) Maximizing total utility
 - (b) Maximizing payoff for one player
 - (c) Minimizing cost only
 - (d) Ignored

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between product layout and process layout.

Or

- (b) What are the steps involved in process planning?

12. (a) What are the assumptions of Linear Programming models?

Or

(b) State the role of slack and surplus variables in the simplex method.

13. (a) State the main objective of the assignment problem.

Or

(b) What are the effects of allowing shortages in inventory models?

14. (a) Construct a network for each of the projects whose activities and their precedence relationships are given below.

Activity : A B C D E F G H I J K
Predecessor : - - - A B B C D E H,I F,G

Or

(b) Define crashing in project management. When and why is it used?

15. (a) Solve the game whose payoff matrix is given by.

Player B

		B ₁	B ₂	B ₃
Player A	A ₁	1	3	1
	A ₂	0	-4	-3
	A ₃	1	5	-1

Or

(b) Differentiate between (M/M/1) and (M/M/C) queuing models.

Part C

(5 × 8 = 40)

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

16. (a) Explain the functions of operations management and its role in organizational effectiveness.

Or

- (b) Explain the scope and objectives of production planning and control in a manufacturing organization.

17. (a) Describe the steps involved in solving an LPP using the graphical method.

Or

- (b) Critically evaluate the limitations of Operations Research and how they can be managed.

18. (a) Determine an initial basic feasible solution to the following transportation problem using North West Corner Rule.

	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	6	4	1	5	14
O ₂	8	9	2	7	16
O ₃	4	3	6	2	5
Required	6	10	15	4	35

Or

- (b) Explain the role and objectives of inventory control in supply chain and operations management.

19. (a) Explain how slack time helps project managers handle non-critical activities in a project network.

Or

- (b) The following table gives the activities and duration of a construction project.

Activity	1-2	1-3	2-3	2-4	3-4	4-5
Duration (days)	20	25	10	12	6	10

- (i) Draw the network for the project
 (ii) Find the critical path.
20. (a) How does goal programming handle multiple, conflicting objectives in decision-making?

Or

- (b) Determine which of the following two-person zero-sum games are strictly determinable and fair. Given the optimum strategy for each player in the case of strictly determinable games.

(i)

		Player B	
		B ₁	B ₂
Player A	A ₁	-5	2
	A ₂	-7	-4

(ii)

		Player B	
		B ₁	B ₂
Player A	A ₁	1	1
	A ₂	4	-3

$$\text{Maxi}(\text{minimum}) = \underline{\gamma} = \text{Max} (-5, -7) = -5$$

$$\text{Mini}(\text{maximum}) = \bar{\gamma} = \text{Min} (-5, 2) = -5$$

C-8270

Sub. Code

92132

M.B.A. DEGREE EXAMINATION, APRIL 2026.

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. Which of the following is an example of a preventive health measure?
 - (a) Taking medication after getting sick
 - (b) Regularly visiting the doctor for check-ups
 - (c) Using pain relievers for chronic pain
 - (d) Undergoing surgery for an injury

2. Which of the following is the most effective way to manage stress?
 - (a) Ignoring stress and hoping it goes away
 - (b) Engaging in regular physical activity
 - (c) Increasing work hours
 - (d) Avoiding social interactions

3. What is the primary function of the immune system?
 - (a) To transport nutrients through the bloodstream
 - (b) To produce hormones for growth and metabolism
 - (c) To protect the body from harmful pathogens and infections
 - (d) To regulate body temperature

4. Which of the following best describes “mental wellness”?
 - (a) The absence of mental health issues
 - (b) Having a strong immune system
 - (c) The ability to manage stress and emotions effectively
 - (d) Avoiding social intersection

5. What is the main purpose of fiber in the diet?
 - (a) To provide energy to the body
 - (b) To aid in digestion and promote regular bowel movements
 - (c) To store vitamins and minerals
 - (d) To build muscle mass

6. Which of the following is a benefit of good sleep hygiene?
 - (a) Reduced energy levels
 - (b) Increased risk of chronic diseases
 - (c) Improved mental clarity and physical health
 - (d) Difficulty falling asleep

7. which vitamin is most commonly associated with bone health?
 - (a) Vitamin A
 - (b) Vitamin B12
 - (c) Vitamin C
 - (d) Vitamin D

8. What does BMI stand for in health assessments?
- (a) Body Mass Index
 - (b) Basic metabolic Intake
 - (c) Balanced Muscle Indicator
 - (d) Biological maintenance indicator
9. Which of the following is a healthy source of unsaturated fats?
- (a) Butter
 - (b) Olive oil
 - (c) Fried fast food
 - (d) Lard
10. What is the recommended amount of water intake per day for an average adult?
- (a) 2-3 cups
 - (b) 5-6 cups
 - (c) 8 cups (about 2 liters)
 - (d) 10-12 cups

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of the World Health Organization (WHO) in global public health and describe its main objectives.

Or

- (b) Discuss the relationship between physical health and overall well-being.

12. (a) Describe the structure and function of the human eye in relation to vision.

Or

- (b) Explain the function of joints and differentiate between the different types of joints in the body.

13. (a) Discuss the key differences between Ayurveda and Allopathy in terms of treatment approach.

Or

- (b) Explain the concept of 'Integrated Medicine' and how it combines Ahlopathy, Ayurveda, and Siddha.

14. (a) Explain how to measure a patient's pulse rate and describe the normal range for adults.

Or

- (b) Describe the procedure for measuring blood pressure using a sphygmomanometer and explain the interpretation of the results.

15. (a) Explain the role of fire prevention measures in the workplace and list some common safety precautions.

Or

- (b) Describe the key considerations in the assessment and management of Traumatic Brain Injuries (TBI).

Part C

(5 × 8 = 40)

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

16. (a) Explain how social well-being and support networks contribute to individual well-being.

Or

- (b) Discuss the role of lifestyle and behavioral factors in determining health. How can changes in lifestyle contribute to disease prevention and health promotion?

17. (a) Explain the structure and function of the central nervous system (CNS) and peripheral nervous system (PNS).

Or

- (b) Discuss the role of the skin as a sensory organ and its function in detecting stimuli.

18. (a) Explain the importance of evidence-based medicine in allopathy. How does it ensure the safety and efficacy of medical treatments?

Or

- (b) Discuss the importance of emergency services in a hospital. What are the key components and challenges faced by emergency departments?

19. (a) Describe the methods used to measure body temperature. Discuss the significance of temperature monitoring in clinical practice.

Or

- (b) Explain the role of waste management in environmental hygiene. How can improper waste disposal impact public health?

20. (a) Discuss the role of hospital safety committees and how they contribute to creating and enforcing safety protocols.

Or

- (b) Discuss the challenges faced by hospitals during natural disasters and suggest measures to address these challenges. How can hospitals ensure continuity of care during such emergencies?
-

4. The ESI Act applies to factories and establishments with a minimum of
- (a) 5 employees
 - (b) 10 employees
 - (c) 20 employees
 - (d) 50 employees
5. _____ was central legislation enacted to reconstitute the Medical Council of India.
- (a) Indian Medical Act, 1956
 - (b) Consumer Protection Act, 1986
 - (c) Medical Negligence Act, 1995
 - (d) National Healthcare Act, 2019
6. Which organization in India ensures quality standards in hospitals?
- (a) NABH (National Accreditation Board for Hospitals & Healthcare Providers)
 - (b) WHO (World Health Organization)
 - (c) FSSAI (Food Safety and Standards Authority of India)
 - (d) RBI (Reserve Bank of India)
7. Which authority is responsible for enforcing the NDPS Act in India?
- (a) Central Bureau of Investigation (CBI)
 - (b) Narcotics Control Bureau (NCB)
 - (c) Drug Controller General of India (DCGI)
 - (d) World Health Organization (WHO)

8. Under Indian law, blood donation and transfusion are regulated by:
- (a) The Drugs and Cosmetics Act, 1940
 - (b) The Human Organ Transplantation Act, 1994
 - (c) The NDPS Act, 1985
 - (d) The Consumer Protection Act, 2019
9. What is the full form of ALARA in radiation safety?
- (a) As Low As Reasonably Achievable
 - (b) All Levels Are Radically Acceptable
 - (c) Advanced Laboratory and Research Association
 - (d) Atomic Law and Radiation Administration
10. The regulatory authority for insurance in India is
- (a) RBI
 - (b) IRDAI
 - (c) SEBI
 - (d) NITI Aayog

Part B

(5 × 5 = 25)

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

11. (a) Why are fire safety licensure and regulations critical for healthcare facilities?

Or

(b) What is the role of a partnership agreement? Under the Partnership Act, 1932, what is the liability of a partner in a firm?

12. (a) What is the main purpose of the Payment of Wages Act?

Or

(b) Explain the role of medical ethics in modern healthcare.

13. (a) What is the function of the National Medical Commission (NMC)?

Or

(b) What is medical licensure? What are the requirements for obtaining a medical license in India?

14. (a) What is the purpose of the Medical Termination of Pregnancy (MTP) Act?

Or

(b) What is the purpose of the PNDT Act, 1994?

15. (a) Discuss the tax benefits available for donations to healthcare institutions.

Or

(b) What are the steps involved in filing income tax returns for a hospital?

Part C

(5 × 8 = 40)

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

16. (a) Explain the process of registration of a society under the Societies Registration Act, 1860 and its advantages for non-profit organizations.

Or

- (b) Explain the regulatory framework under the Tamil Nadu Pollution Control Act for healthcare establishments, including hospitals and clinics.

17. (a) Explain the key provisions of the Workmen's Compensation Act.

Or

- (b) Explain the key provisions of the Employees' Provident Fund Act.

18. (a) Discuss the impact of medical malpractice on healthcare professionals and patients.

Or

- (b) Discuss the importance of hospital accreditation in ensuring patient safety.

19. (a) Explain the classification of drugs under different schedules in the Act.

Or

- (b) Explain the role of the National Pharmaceutical Pricing Authority (NPPA).

20. (a) Explain the key provisions of the Biomedical Waste Management Rules, 2016.

Or

(b) Explain the different types of insurance policies available for hospitals and healthcare workers.

C-8272

Sub. Code

92134

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Health Service Management

HOSPITAL PLANNING AND DESIGN

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Why is flexibility important in hospital planning and design?
 - (a) It allows the hospital to change its aesthetic appeal regularly
 - (b) It enables adaptation to future changes in healthcare technology and demands
 - (c) It ensures minimal construction delays during the building phase
 - (d) It supports temporary patient needs during emergency situations

2. Which of the following is NOT an objective of hospital planning and design?
 - (a) Enhancing patient care delivery
 - (b) Achieving sustainability and energy efficiency
 - (c) Ensuring staff convenience and comfort
 - (d) Reducing staff and equipment usage to the minimum

3. What is the primary purpose of market analysis in hospital planning?
 - (a) To estimate the hospital construction costs
 - (b) To determine the availability of skilled labor
 - (c) To assess the demand for healthcare services in a specific area
 - (d) To finalize the hospital's architectural design

4. Which of the following is a critical factor considered during market analysis for hospital planning?
 - (a) Availability of raw materials for construction
 - (b) Demographics and health profile of the target population
 - (c) Aesthetic appeal of the hospital building
 - (d) Proximity to shopping centers

5. What does the technical analysis of hospital infrastructure primarily focus on?
 - (a) Ensuring compliance with medical ethics
 - (b) Designing a visually appealing hospital structure
 - (c) Ensuring the proper design and integration of systems like HVAC, plumbing, and electrical
 - (d) Determining the hospital's revenue streams

6. Why is the layout of functional areas important in the technical analysis of a hospital?
 - (a) To minimize construction costs
 - (b) To create aesthetically pleasing interiors
 - (c) To ensure efficient workflows, reduce movement of patients and staff, and improve safety
 - (d) To comply with marketing trends

7. How does hospital architecture contribute to patient-centered care?
 - (a) By maximizing the space for administrative offices
 - (b) By focusing on improving patient privacy, comfort, and accessibility
 - (c) By using the most expensive building materials
 - (d) By minimizing the size of patient rooms to save costs

8. What is the role of natural light in hospital architecture?
 - (a) To improve aesthetic appeal and reduce energy costs
 - (b) To enhance the design of hospital parking lots
 - (c) To reduce hospital construction time
 - (d) To create more space for hospital administrative functions

9. How does a Management Information System (MIS) assist in hospital planning and design?
 - (a) By providing real-time data to improve decision-making regarding hospital operations and design
 - (b) By reducing the number of beds needed in the hospital
 - (c) By determining the aesthetic design of the hospital's exterior
 - (d) By focusing only on the financial planning of the hospital

10. In hospital planning, what role does MIS play in managing patient flow and resource allocation?
 - (a) MIS helps to estimate construction costs
 - (b) MIS assists in tracking and optimizing patient movement and resource utilization in real time
 - (c) MIS manages hospital staff recruitment
 - (d) MIS is only useful for inventory management

Part B

(5 × 5 = 25)

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

11. (a) Classify the hospitals on the basis of size with suitable examples.

Or

- (b) How does hospital planning ensure the delivery of efficient and high-quality patient care?

12. (a) What are the key components of a comprehensive market analysis for hospital planning?

Or

- (b) How do hospitals balance market demands with operational capacity and resource constraints?

13. (a) How do different levels of service impact hospital design and infrastructure?

Or

- (b) Determine the role of healthcare regulatory agencies in designing the infrastructure.

14. (a) Identify the safety features required in the architectural layout of a hospital.

Or

- (b) Explain how the relationship between different departments affects the flow of materials and personnel.

15. (a) How does an MIS contribute to decision-making in hospital operations?

Or

- (b) Describe the relationship between hospital design principles and infection control strategies.

Part C

(5 × 8 = 40)

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

16. (a) Highlight the scope for corporate hospitals. How does scientific planning facilitate the integration of advanced medical technologies in hospital design?

Or

- (b) Discuss the best practices for designing flexible spaces in hospitals to allow for future growth.

17. (a) Discuss the significance of market appraisal in evaluating the feasibility of a hospital project. Mention the key elements to include in a hospital market survey.

Or

- (b) Determine the impact of demographic analysis in shaping the market strategy in hospital planning.

18. (a) Explain the key factors to consider in selecting land for hospital development. Infer the best practices for integrating service and non-patient areas into the hospital layout.

Or

- (b) Describe the operational and functional planning strategies involved in hospital planning and design.

19. (a) Assess the role of architectural design in achieving energy efficiency and sustainability in hospitals.

Or

- (b) Examine the relationship between hospital emissions (e.g., gases, effluents) and local environmental health.
20. (a) Examine the role of MIS in predicting hospital capacity needs during emergencies or seasonal demands.

Or

- (b) Evaluate the effectiveness of modular hospital designs in adapting to future healthcare needs.
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C-8273

Sub. Code

92135

M.B.A. DEGREE EXAMINATION, APRIL 2026.

Third Semester

Health Service Management

COUNSELLING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is a therapeutic approach emphasizes the client's strengths and resources to overcome challenges.
 - (a) Problem-focused therapy
 - (b) Solution-focused therapy
 - (c) Cognitive-behavioral therapy
 - (d) Psychodynamic therapy

2. _____ theory emphasizes the role of self-efficacy and personal agency in behavior change.
 - (a) Social Learning Theory
 - (b) Psychodynamic Theory
 - (c) Cognitive-Behavioral Theory
 - (d) Humanistic Theory

3. Who developed the theory of Transactional Analysis?
 - (a) Sigmund Freud
 - (b) Tom Hanks
 - (c) Eric Berne
 - (d) John B. Watson

4. The one who provides help in a counselling is called the
- (a) Counsellor
 - (b) Counselee
 - (c) Therapist
 - (d) Consultant
5. Most important skill of a counsellor is _____
- (a) Solving problems for clients
 - (b) Helping to solve problems by clients
 - (c) Advising to follow an action plan
 - (d) Giving an effective readymade solution
6. _____ is an indicator of progress in counselling.
- (a) Improved coping skills and behaviors
 - (b) Increased substance use
 - (c) Continued avoidance of problems
 - (d) Stagnation in personal growth
7. _____ is NOT a common treatment method for addiction.
- (a) Behavioral therapies
 - (b) Medication-assisted treatment
 - (c) Isolation
 - (d) Support groups
8. A common feature of evidence-based practices in addiction counselling is _____
- (a) Subjective opinions
 - (b) Practices supported by scientific research and outcomes
 - (c) Traditional methods without evaluation
 - (d) Lack of client involvement

9. Which conflict resolution style involves assertiveness and cooperation?
- (a) Avoidance (b) Accommodation
(c) Compromise (d) Collaboration
10. A counsellor must break confidentiality in which of the following situations?
- (a) A client shares plans to harm themselves or others
(b) A client is struggling with depression
(c) A client expresses frustration with their workplace
(d) A client asks for career advice

Part B

(5 × 5 = 25)

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

11. (a) List the theories of counselling.
Or
(b) Write a brief note on Egan's development model.
12. (a) Define transactional analysis. State its benefits.
Or
(b) Mention the various types of counselling.
13. (a) Explain the profile of a counsellor.
Or
(b) Write in brief about the importance of counsellor-counselee relationship.
14. (a) Describe the key aspects of counselling for HIV and AIDS.
Or
(b) Write in brief about group therapy.

15. (a) Discuss the various causes of stress.

Or

(b) Explain about the counselling for adolescent.

Part C

(5 × 8 = 40)

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

16. (a) Examine the specific approaches to counselling.

Or

(b) Describe the concept of counselling and its basic principles.

17. (a) Explain the process of history taking and interviewing.

Or

(b) Discuss the role of communication in counselling.

18. (a) Briefly explain the challenges and limitations for a counsellor.

Or

(b) Describe about the emotional involvement in counselling.

19. (a) Explain the methods of counselling for drug addiction.

Or

(b) Write a detailed note on counselling the suicidal.

20. (a) Discuss the role of ethics in counselling.

Or

(b) Describe the need and tools for counselling the terminal ill.

C-8274

Sub. Code

92136

M.B.A. DEGREE EXAMINATION, APRIL 2026.

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. What is the primary regulatory concern for telemedicine in India?
 - (a) Poor infrastructure
 - (b) Compliance with IT Act and medical licensing
 - (c) Lack of awareness
 - (d) Competition from other countries

2. The first known use of telemedicine was in which sector?
 - (a) Defence
 - (b) Education
 - (c) Retail
 - (d) Agriculture

3. What does the acronym DICOM stand for in telemedicine?
 - (a) Digital Imaging and Communications in Medicine
 - (b) Data Interchange and Communication in Medicine
 - (c) Diagnostic Imaging and Clinical Operations Management
 - (d) Distributed Information and Communication on Medicine

4. Which network type is commonly used for telemedicine communication within hospitals?
 - (a) LAN
 - (b) MAN
 - (c) WAN
 - (d) PAN

5. What does accreditation in medical tourism ensure?
 - (a) Hospital profitability
 - (b) Standardized quality and patient safety
 - (c) Increase in medical staff
 - (d) Reduction in treatment costs

6. What is a major challenge faced by the medical tourism industry?
 - (a) High patient demand
 - (b) Ethical and legal issues
 - (c) Technological advancements
 - (d) Increased government support

7. What does the term “Wellness tourism” primarily focus on?
 - (a) Adventure sports
 - (b) Physical and mental well-being
 - (c) Sightseeing tours
 - (d) Business travel

8. Which wellness dimension focuses on achieving peace and harmony?
- (a) Emotional wellness
 - (b) Spiritual wellness
 - (c) Physical wellness
 - (d) Social wellness
9. Which government initiative promotes medical tourism in India?
- (a) Make in India
 - (b) Ayushman Bharat
 - (c) Heal in India
 - (d) Digital India
10. Which of the following is crucial in post-tour management?
- (a) Travel itinerary
 - (b) Medical follow-ups and feedback
 - (c) Tourism promotion
 - (d) Visa processing

Part B

(5 × 5 = 25)

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

11. (a) What are the key safety and regulatory issues associated with telemedicine?

Or

- (b) Analyze the current scenario of telemedicine in India and compare it with the global scenario.

12. (a) Discuss the importance of encryption and cryptography in securing telemedicine data.

Or

- (b) Compare the DICOM and HL7 standards and their relevance in telemedical applications.

13. (a) Explain the economic and environmental impacts of medical tourism on a destination country.

Or

- (b) Describe the role of various stakeholders involved in the medical tourism industry.

14. (a) Explain the significance of health and wellness programs in tourism.

Or

- (b) How do ESPN aspects contribute to the healing process in wellness tourism?

15. (a) Explain the pre-tour arrangements and their importance in ensuring a smooth medical tourism experience.

Or

- (b) How does the government play a role in promoting medical and wellness tourism?

Part C

(5 × 8 = 40)

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

16. (a) Explain the various safety and regulatory issues involved in the implementation of telemedicine services.

Or

- (b) Describe the key contributions of telemedicine in addressing healthcare challenges in rural and underserved areas.

17. (a) Compare the key telemedical standards such as DICOM, HL7, and H.320 series, and explain their significance.

Or

- (b) Describe the different phases of encryption and their importance in protecting patient medical records in telemedicine.

18. (a) Evaluate the economic, ethical, and environmental challenges faced by the medical tourism industry.

Or

- (b) Provide an overview of the stakeholders involved in medical tourism and their contributions to the industry's success.

19. (a) Analyze the factors that influence the growth and popularity of wellness tourism across different regions.

Or

- (b) Explain how ESPN aspects contribute to healing and holistic well-being in wellness tourism.

20. (a) Evaluate the importance of pre-tour arrangements, tour operations, and post-tour management in medical tourism.

Or

- (b) Analyze the role of government policies and initiatives in promoting medical and wellness tourism in India.
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