

(DHAM21)

ASSIGNMENT-1

M.B.A. (2 YEARS) DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

Hospital Administration

STRATEGIC MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Nature of strategic management
- (b) Concept of corporate social responsibility
- (c) Operating environment in hospitals
- (d) Value chain analysis in hospitals
- (e) Generic strategies
- (f) BCG matrix
2. Examine the need and importance of strategic management in hospitals.
3. What are ethics to be followed in hospitals?
4. Outline the forces driving competition among hospitals.
5. Discuss the factors which are responsible for strategic alliances in hospitals.
6. What are the various issues involved in strategic analysis and choice?
7. Outline the various components of strategic management model.

ASSIGNMENT-2

M.B.A. (2 YEARS) DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

Hospital Administration

STRATEGIC MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study :

WHITHER ETHICS

Ethics are not being followed in almost all sectors including health sector. Corporate hospitals are the best examples for not following ethics because of the reason that they are more worried about profits. As newally, Govt. hospitals are also not following ethics. People of India are also mentally prepared for all mischiefs in the hospitals.

There are some hospitals which are interseted in observing ethics both in corporate and Govt. sector. Many legal enactments are introduced for the strict observation of ethics in Hospitals but in vain.

Question:

Assuming that you are given the responsibility of preparing a report to be submitted to the Govt. on the topic "How ethics are being followed in Hospitals in AP".

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Second Year

Hospital Administration

HRM AND QUALITY MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Concept of HRP
 - (b) Placement and induction
 - (c) Assessing Training needs in a hospital
 - (d) Employees Health Services
 - (e) Need for provident Fund
 - (f) Concept of Quality Management
2. Define 'HRM'. Discuss the role of HRM in hospitals.
 3. What are the sources of recruiting employees in a hospital?
 4. What type of training programme is suitable for hospital staff who are working in HR department?
 5. What is meant by job evaluation? Briefly write about various methods of job evaluation.
 6. What are the Provisions of Minimum Wages Act, 1948 applicable to Hospitals?
 7. Outline the need and importance of providing safety measures in hospitals.

ASSIGNMENT-2

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Hospital Administration

HRM AND QUALITY MANAGEMENT

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study :

Quality Circles in Hospitals

The concept of Quality circles has been more familiar in industries rather than in service sector like hospitals. There are many advantages through quality steps to implement the concept of quality circles in Hospitals keeping in mind better service rendered to the patients. Unfortunately, it is observed that most of the hospitals are not giving priority for quality circles.

Questions :

- (a) Highlight the need for the establishment of quality circles in Hospitals.
 - (b) What steps you imitate for the introduction of quality circles in hospitals?
 - (c) What are the problems involved in introducing quality circles in hospitals?
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Second Year

Hospital Administration

COUNSELING SKILLS FOR MANAGERS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Nature of Counseling
- (b) Skills of a counsellor
- (c) Counseling strategies
- (d) General problems in counseling
- (e) Counseling and performance improvement
- (f) Need for counseling department in hospitals
2. Define 'counseling'. What are the skills required for effective counseling?
3. Examine the need and importance of assessing the problems of clients with regard to counseling.
4. Discuss how counseling is responsible for change of individual's behaviour.
5. What are the special problems involved in counseling?
6. Evaluate the process involved in application of counseling to Hospitals.
7. Discuss the role of counsellor in counseling.

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Hospital Administration

COUNSELING SKILLS FOR MANAGERS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

COUNSELLING

My Life is going on pretty well now that I have not used any bango for a month. I have a new job and I have begun making some friends at work. Things with my wife are going much better and she seems happier and more trusting in me, especially after I got the new job. I am tired much of the time because I still am not sleeping very well. I think if I smoked just a little bango at bedtime, it would help me sleep. However, I am fearful that if I started smoking bango again, it could ruin all the progress I have made. I'm not sure what to do. I really need to get a good night's sleep.

Question :

If your client's reflections of feelings are these suggest a good counseling for your client.

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Hospital Administration

RESEARCH METHODS IN HOSPITALS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Likert's summated scale
(b) Structured Interview
(c) Bar chart
(d) Conjoint Analysis
(e) Vital statistics
(f) Census and Sample
2. What is meant by scaling? What are the different techniques of scaling?
3. Define 'Sampling'. Briefly write about methods of sampling.
4. "Questionnaire plays a vital role in the process of Research". Discuss.
5. Discuss the need and importance of using computers in Research.
6. What are the various sources of health statistics?
7. Outline the different sources of collecting data for research.

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Hospital Administration

RESEARCH METHODS IN HOSPITALS

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case study :

Write steps to create a data file for the following data using SPSS.

	Amount (Rs.)	
Particulars	Credit Policy A	Credit Policy B
Sales	1,00,000	1,10,000
Variable cost	70,000	75,000
Contribution	30,000	35,000
Fixed cost	20,000	20,000
Profit	10,000	15,000

Explain the steps to represent the above data by a pie-diagram using SPSS.

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PATIENT CARE AND BEHAVIOUR

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Need for patient counseling
 - (b) Procedure for evacuation
 - (c) Patient perception
 - (d) Models of patient behaviour
 - (e) Self regulating committees
 - (f) Problems of patients in Hospitals.
2. Examine the role of natural and human resources in patient care management.
 3. Discuss the factors which are responsible for improving patient care in hospitals.
 4. Outline the various issues involved in crisis management in hospitals.
 5. What is patient motivation? Suggest measures to improve patient motivation.
 6. Explain in brief about factors which are affecting patient behaviour.
 7. Discuss the need and importance of audit of patient behaviour.

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Hospital Administration

PATIENT CARE AND BEHAVIOUR

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study

A man brought his 2½ month old daughter to paediatric OPD services in a hospital for her scheduled vaccination. Despite his curiosity about the vaccines being given to the child neither the staff nurse nor the attending doctor explain him the adverse affects of the vaccine. The next day his daughter developed mild fever and slight redness at the site of injection. He was worried and dissatisfied with the services at hospital.

- (a) How do you prevent such incidents as an administrator?
 - (b) What is the importance of counseling before any procedure or any treatment given?
 - (c) How do you handle such issues?
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Hospital Administration

MANAGING HOSPITALS – II

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Concept of laboratory services
- (b) Need for MRI
- (c) Location of X-Ray room
- (d) Importance of operation theatre
- (e) Role of OPD
- (f) Flow pattern of patients
2. Write in detail about the functions of CSSD.
3. Discuss the need and importance of Ambulatory services in Hospitals.
4. Briefly write about various waste disposal measures in hospitals.
5. Outline the factors which are influencing the location of radiology department.
6. What precautions are required while maintaining intensive care units?
7. What are the different types of patients visiting OPD in a hospital?

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Second Year

Hospital Administration

MANAGING HOSPITALS – II

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study:

The District Medical and Health Officer of Anantapur district inspected Rayala-Seema Hospital in Tadipatri. During the rounds he has noted the following

- (a) In the laboratory, cotton and pieces of gauze were found on the floor.
- (b) There were no registers regarding the stock details of sterilized cotton.
- (c) Technician is with unsterile slippers.
- (d) Temperature monitoring registers are absent.
- (e) There is bad smell and dirt.

Questions:

- (i) As director of the hospital, what measures do you suggest?
 - (ii) List out the registers that should be maintained; and
 - (iii) Bring out the code that should be followed.
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M.B.A. (2 YEARS) DEGREE EXAMINATION, MAY/JUNE -2025

Second Year

Hospital Administration

LEGAL AND ETHICAL ISSUES

**MAXIMUM MARKS :30
ANSWER ALL QUESTIONS**

1. (a) Infant milk substitutes
- (b) Medical negligence
- (c) Hospital as a bailee
- (d) Need for post treatment services
- (e) Legal remedies available to patients
- (f) Medico legal cases
2. What is the procedure involved in registration of Health care organization in AP?
3. Outline the rules governing the transplantation of human organs act, 1994.
4. Briefly write about the code of conduct and medical ethics to be observed in rendering hospital services.
5. What is meant by mercy killing? Write your opinions on mercy killing as a doctor in the society.
6. Describe about the criminal liability and defenses available to hospitals and medical staff.
7. Outline the objectives of Consumer Protection Act, 1986 with reference to Hospital Services.

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Hospital Administration

LEGAL AND ETHICAL ISSUES

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Case Study :

Apollo hospital is situated in Chennai. It is a multi-specialty corporate one. B. Muragan, resident of Chennai was admitted into the hospital and died after 30 days of treatment. On hearing the news, counsellor approached the family members of the deceased for donation of eye. Subsequently, Cornea was retrieved from the patient.

Questions :

- (a) State the documents required for the donation of eye.
- (b) What are the provisions of law relating to it? And
- (c) Explain the legal parameters for eye donation.

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Hospital Administration

HOSPITAL COST AND FINANCIAL ACCOUNTING

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. (a) Concept of Cost Accounting
(b) Marginal Costing
(c) Costing of operations theatre
(d) Trial Balance
(e) Accounting standards
(f) Target costing
2. Define 'Cost'. Give a classification of costs.
3. What are the issues involved in activity based costing in a corporate hospital?
4. Journalise the following Transactions:

2008		Rs.
April		
1	Ramu started business with cash	40,000
2	Paid into Bank	28,000
3	Bought Goods for Cash	2,500
4	Draw Cash from Bank for office	1,100
13	Sold goods to Krishna on Credit	2,150
20	Bought from Syam on Credit	4,225
24	Received from Krishna	2,100
	allowed him discount	50
28	Paid to Syam	4,000
	and Discount allowed by him	225
29	Paid Rent	500

30 Paid Salary

1,000

5. From the following particulars, calculate :

(a) P/V ratio

(b) Profit when sales are Rs. 40,000

(c) New break-even point if selling price is reduced by 10%

Fixed cost Rs. 8,000; Break even point
Rs. 20,000; and Variable cost Rs. 60 per unit.

6. Briefly write about various methods of depreciation.

7. Define 'Inventory'. Explain in detail about EOQ.

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Hospital Administration

HOSPITAL COST AND FINANCIAL ACCOUNTING

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. Cash Study :

From the following Trail Balance of Visakha Traders Ltd., prepare Trading and Profit Loss Account for the year ended 31.3.2007.

Debit balances	Rs.	Credit balances	Rs.
Opening stock	10,000	Sales	2,40,000
Purchases	1,60,000	Returns	10,000
Returns	5,000	Interest	3,000
Carriage inwards	3,000	Creditors	12,000
Carriage outwards	5,000	Outstanding	
Salaries	25,000	salaries	10,000
Furniture	18,000	Discount	3,000
Debtors	40,000	Bank over draft	6,000
Wages	15,000	Commission	16,000
Depreciation on plant	12,000		
Prepaid insurance	1,000		
Rent and rates	6,000		
Total	<u>3,00,000</u>		<u>3,00,000</u>

Adjustments :

- (a) Closing stock on 31/3/2007 was Rs. 20,000
- (b) Sales include Rs. 5,000 on account of sale of old furniture.

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