

(DHAM01)

ASSIGNMENT – 1

M.B.A. (2 YEARS) DEGREE EXAMINATION, MARCH 2023

First Year

Hospital Administration

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) TQM Principles
 - (b) Systems approach
 - (c) Directing
 - (d) Continuum of leadership behaviour
 - (e) Group cohesiveness
 - (f) Causes of change in hospitals
2. Explain contingency theory.
3. Explain scientific theory developed by F.W.Taylor
4. Discuss Maslows need hierarchy theory.

ASSIGNMENT – 2

M.B.A. (2 YEARS) DEGREE EXAMINATION, MARCH 2023

First Year

Hospital Administration

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Define leadership. Explain leadership activities in a hospital.
2. What is learning? Explain learning process in detail.
3. Explain need and nature of organisational change.
4. Abhijeet publishing company: Mr. Abhijeet was the founder of a publishing company specializing in management books within a short span of time, the company proposed and grew very fast. Its sales rose from Rs. 50,000 the first year to Rs. 10 lakhs three years later. The editing production and sales staff grew almost as fast. But the company was having problems and of late uncertainty and confusion grew in the company. New people were making decision to the best of their ability but many of them did not fit together. One of Mr. Abhijeet's key associates suggested that the company ought to have better planning and certainly needed clear policies to guide decision making, by Mr. Abhijeet was unimpressed. His response was that if he took time off to plan and develop policies to days he might not have a company tomorrow, and that he had no choice but to spend his time meeting to days problems as they came up.

Questions:

- (a) If you were one of the new managers in the company and had taken a course in the basics of management, what would you say to Mr. Abhijeet?
- (b) Outline exactly how would you show him that planning and policy making are important to the company if it has to grow effectively.

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M.B.A. (2 YEARS) DEGREE EXAMINATION, MARCH 2023

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Hospital Administration

**MARKETING MANAGEMENT AND
MARKETING OF SERVICES**

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) 4Ps in Marketing
 (b) Word of mouth communication
 (c) Market skimming
 (d) Role of TPAs
 (e) Branding
 (f) Customer relationship management
2. What is market segmentation? Explain the basis for market segmentation.
3. What is internal marketing? Explain its importance.
4. Explain factors effecting pricing of services. Discuss the objectives of pricing.

ASSIGNMENT – 2

M.B.A. (2 YEARS) DEGREE EXAMINATION, MARCH 2023

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Hospital Administration

MARKETING MANAGEMENT AND
MARKETING OF SERVICES

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Discuss various products of health insurance.
2. Explain various promotional methods in service sector.
3. Discuss the importance of media relations in services.
4. Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering “Epang Opang Jhapang” – a chat without any meaning. However, the TVC showed their mothers deciding on the choice of health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they don't like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks and Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of India's health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.

Questions:

- (a) What positioning strategies are adopted by Horlicks?
- (b) What alternative positioning strategies would you suggest for the sustained market share.

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M.B.A. (2 YEARS) DEGREE EXAMINATION, MARCH 2023

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Hospital Administration

INTRODUCTION TO COMPUTERS AND MIS

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) DOS commands
 - (b) Headers and Footers
 - (c) Relational data base
 - (d) Information resource management
 - (e) Data communication
 - (f) Slide numbering
2. Discuss the storage hierarchy of computer memory on the basis of storage capacity, cost and access time.
3. What is macro? Explain its uses.
4. Explain various steps involved in formatting MS-Excel.

ASSIGNMENT – 2

M.B.A. (2 YEARS) DEGREE EXAMINATION, MARCH 2023

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Hospital Administration

INTRODUCTION TO COMPUTERS AND MIS

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain conceptual foundations of information systems.
2. Explain various design considerations in system development.
3. What is Data base management System? Explain its implementation.
4. You are consulting for the information technology division of a state university to guide and facilitate the design of a new system for handling college applications, which has previously been handled entirely with a paper-based process. They would like to set up a system by which prospective students can apply online. What factors should they considered for systems development? Propose SDLC and justify with important points. Draw ERD for the new system which you are proposing - Draw important input screen and one MIS report.

(DHAM04)

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HEALTH CARE AND OPERATIONS MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Drug policy
 - (b) Productive systems in hospitals
 - (c) Importance of layout
 - (d) Standard time
 - (e) Value control
 - (f) Objectives of maintenance management
2. Give an overview on health care system in India.
3. Explain the role and responsibilities of front and back office.
4. What is work measurement? Explain its techniques.

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Hospital Administration

HEALTH CARE AND OPERATIONS MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Define waste disposal. Discuss its application in hospitals.
2. What is maintenance? Explain different types of maintenances.
3. What do you mean by productivity? Discuss about incentives calculations applicable in hospitals.
4. Alpha is a 250 bedded hospital at Guntur. The hospital is a mother and child hospital, on an average 4-5 deliveries take place a day. Municipal corporation of Guntur filed a case against the hospital for disposing medical waste, syringes along with needles. Human waste, plastics with general waste managing director of the hospital carried the case forward to higher court.

The court denied the hospital request and penalised with Rs.70,000/-. It was Found that hospital staff did not follow the biomedical waste management rules for handling and disposal.

Questions :

- (a) If you were the managing director, what would you do to comply?
- (b) Explain the various procedures for biomedical waste management handling rules 1998.

(DHAM05)

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Hospital Administration

HOSPITAL PLANNING AND ENGINEERING

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Occupancy and bed ratio
 - (b) Construction costs
 - (c) Medical ethics
 - (d) Endocrinology department
 - (e) House keeping
 - (f) Non-acceptable hospitals
2. How do you determine the size and kind of hospital service? Explain.
3. Describe the role of hospital consultant.
4. Explain standards for hospital accreditation.

(DHAM05)

ASSIGNMENT – 2

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Hospital Administration

HOSPITAL PLANNING AND ENGINEERING

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Discuss the functions of cardio thoracic and gastroenterology.
2. Explain the functions and role of infection control department.
3. Write about dietary services.
4. A leading hospital in India wants to expand its network throughout the country. It is planning to start its branches in 50 leading cities in India. In all cities it wants to construct its own building for hospitals with same architecture.

The hospital approached you to draw architecture to 50 hospitals in different cities for the following departments:

Front and back office

Maternity ward

Oncology

General medicine

Orthopaedic

Ophthalmology

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First Year

Hostpital Administration

HOSPITAL ECONOMICS AND FINANCIAL MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Law of demand
 - (b) Characteristics of health markets
 - (c) Limitations of ratio analysis
 - (d) Operating leverage
 - (e) Payback period
 - (f) Objectives of cash management.
2. What is elasticity? Explain different types of elasticity in detail.
3. Explain the price determination under monopolistic markets.
4. Discuss various techniques of financial analysis.

ASSIGNMENT – 2

M.B.A. (2 YEARS) DEGREE EXAMINATION, MARCH 2023

First Year

Hostpital Administration

HOSPITAL ECONOMICS AND FINANCIAL MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain Modigliani-Miller approach to capital structure.
2. What is capital budgeting? Discuss various methods of capital budgeting in brief.
3. Discuss factors influencing working capital requirements in the hospitals.
4. XYZ limited is considering the expansion of its medical facilities. For expansion it is considering the purchase of an medical equipment. The expected investment is Rs. 10,00,000. It is expected to generate the following cash flows after tax:

Year	CFAT (Rs.)
1	2,00,000
2	2,25,000
3	2,75,000
4	3,10,000
5	3,25,000
6	3,35,000

The company traditionally required a return of 14%. Advise the company using NPV and PI.

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Hospital Management

MEDICAL TERMINOLOGY AND RECORDS

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Naturopathy
 - (b) Dental services
 - (c) Coronary care services
 - (d) Nursing records
 - (e) Fatal documents
 - (f) Pharmacopia
2. Explain various terms related to levels of health care.
3. Discuss commonly used terms in pathology.
4. Explain the functions and services of Dermatology incentive care.

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First Year

Hospital Management

MEDICAL TERMINOLOGY AND RECORDS

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Discuss various records to be maintained in intensive care unit.
2. Explain various mortuary maintenance records in detail.
3. Explain the services rendered by speciality hospitals.
4. Yasaswi is a super speciality hospital located in Vijayawada city of Andhra Pradesh. It is a well known hospital for mother and children. On one day two surgeries takes place and first mother given birth to girl child and another given birth to a boy. The same was informed to the family members. The hospital is not maintaining any records in maternity ward about the detail of the mothers and their respective child. Unfortunately hospital given wrong baby to both families. Then their family members argued with the hospital about mismatch of babies. Hospital straight away denied these arguments.

Questions :

- (a) Being a superintendent how will you solve this problem?
- (b) Recommend various types of records to be maintained at maternity ward.

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First Year

Hospital Administration

MANAGING HOSPITALS – I

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.
 - (a) Scope of house keeping.
 - (b) Balanced diet.
 - (c) Location of linen and laundry.
 - (d) Drug management.
 - (e) Watch and ward.
 - (f) Security in hospitals.
2. Discuss the responsibilities of housekeeping department in the hospital.
3. Explain the processes in linen and laundry.
4. Discuss various services with examples.

(DHAM08)

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First Year

Hospital Administration

MANAGING HOSPITALS – I

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Critically examine the role of pharmacy manager.
2. Enumerate the importance of security services in hospitals.
3. Explain different considerations in the location of laundry in hospital.
4. There is a hospital in a semi-urban area. Every year it is suffering with heavy losses. There are several reasons for its loss. The inpatient facilities fare exceeds demand. The turnover of doctor is high. There is no motivation to the existing doctors Several problems also identified non medical staff.

Suggest measures to come out of heavy losses.