

(DHAM 01)

M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First Year

Hospital Administration

MANAGEMENT PROCESS AND
ORGANIZATIONAL BEHAVIOUR

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Deming's 85-15 rule
- (b) Staffing
- (c) Leadership activities
- (d) Motivation
- (e) Resistance to change
- (f) Systems Approach

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Explain Maslow's need hierarchy theory and its application in management.
3. Explain the advantages and limitations of controlling.
4. Explain Managerial grid theory of leadership.
5. Briefly explain the components of attitudes. Mention different job related attitudes.
6. Define the term organizational behaviour. Discuss various challenges and opportunities of organizational behaviour.
7. What is Total Quality Management? Explain the principles of Total Quality Management.

SECTION C – (10 marks)

(Compulsory)

8. Cash Study :

Herbert Kellher was the founder and CEO of South Western Airlines. He was known as an empathetic and charismatic leader that earned him respect throughout the industry resulting in a profit for 24 consecutive years. Southwest is 5th largest airline in the United States.

During the oil crisis, almost all aircrafts were grounded in US. But South Western Airlines continued their operations. The employees were so committed to the company that they worked for 6 months without salary during the oil crisis and ensured that the airline was operating.

This was possible because of the exemplary leadership of Kellher. He knew each and every employee, sent greeting cards on their special occasions, looked after the education of the employees' children, was like a family member to the employees at South Western Airlines.

Questions:

- (a) Explain the style of leadership you see in South Western Airlines.
 - (b) In this context state the qualities which should be in an ideal leader?
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(DHAM 02)

M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First Year

Hospital Administration

MARKETING MANAGEMENT AND MARKETING OF SERVICES

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) 3P's of Service Marketing.
- (b) Word of mouth communication.
- (c) Market skimming
- (d) Accreditation
- (e) Positioning strategy
- (f) Odd pricing

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. How do we measure service quality? What is the role of SERVQUAL in it?
3. What is Customer Relationship Management? Explain the barriers for effective CRM?
4. Explain various methods for Pricing of services.
5. List out and define five dimensions of services quality.
6. Explain various promotional methods in the service sector.
7. Write in detail the factors involved in design and development of service marketing system in an organization.

SECTION C — (10 marks)

(Compulsory)

8. Case Study:

The Indian retailing sector is a booming one accounts for over 20% of the country's GDP and. contributes 8% to total employment. The current estimated value of the Indian Retail sector is about 500 billion USD and expected to reach 1.3 trillion USD by 2020. The contribution of modern retail is currently 5% -is expected to increase from 27 billion TJS\$ in 2020. The Indian retail sector is expected to grow at a CAGR of 15 to 20%. In this dynamic and competitive business environment understanding the perception of Indian consumers became the biggest challenge and very crucial in designing retail strategies. Building and maintaining relationship with the customer and maintaining loyalty of the customers has been identified as a major source of competitive advantage in the retail sector. So in this competitive business environment Customer Relationship Management (CRM) is emerging as one of-the most important business activities to market the products and services. Now retailers are more focussed on customer retention by concentrating on providing more "value to their -best customers using targeted' promotion and services. This shift in attitude of the retailers is supported by research studies that it costs three to six times more to sell the products to the new customers than to existing customers that small increase in customer retention can lead to dramatic increase in profits. So the retail managers are required to identify the significance of CRM as a tool in influencing consumer perception and decision making.

Find out the relevance of CRM as tool for maintaining and retaining customers in Indian Retail Sector.

(DHAM 03)

M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First Year

Hospital Administration

INTRODUCTION TO COMPUTERS AND MIS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Recycle Bin
- (b) MS Word
- (c) DBMS
- (d) MS Access
- (e) SDLC
- (f) Query language

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Discuss the Storage hierarchy of computer memory on basis of storage capacity, cost and access time.
3. Explain in detail the features and tools of PowerPoint.
4. What is a database? How you can create and use databases with MS Access? Give example.
5. Explain the phase of system development lifecycle?
6. What is the primary role of quality assurance management as it operates within the information system function?
7. What are the concepts and characteristics of decision support systems?

SECTION C — (10 marks)

(Compulsory)

8. Case Study:
Marketing information system provides information technologies that support major components of the marketing function. Internet websites and services make an interactive marketing process possible where customer can become partners in creating marketing, purchasing and improving products and services. Sales force automation system use mobile computing and internet technologies to automate many information processing activities for sales support and management.

In this context how do you think sales force automation affects sales persons productivity, marketing management and competitive advantage?

(DHAM 04)

M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First Year

Hospital Administration
HEALTH CARE AND OPERATIONS
MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Medical education policy
- (b) Productive systems
- (c) Value addition
- (d) Quality control
- (e) Spares Management
- (f) Work measurement

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Write about medical education policy and health care regulations in brief.
3. What are the importance factors to be considered for facility location?
4. “Operation strategy as a competitive tool” elaborate the statement?
5. Compare and contrast time and motion study.
6. Briefly explain about predictive maintenance and equipment availability in maintenance Management.
7. Briefly explain about the Bio-medical technology and its application in hospital environment.

SECTION C — (10 marks)

(Compulsory)

8. Case Study :

Nest is a 150 bedded hospital at Kurnool. The hospital is a mother and child hospital, on an average 3-4 deliveries take place. Municipal corporation of Kurnool 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. 50,000. It was found that hospital staff did not follow the biomedical waste management rules for handling and disposal.

- (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.
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(DHAM 05)

M.B.A. (TWO YEAR) DEGREE EXAMINATION, NOVEMBER 2021.

First Year

Hospital Administration

HOSPITAL PLANNING AND ENGINEERING

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Environmental regulations
- (b) Hospital code of ethics
- (c) Accreditation standards
- (d) Emergency services
- (e) Surgical services
- (f) Role of architect.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Suggest measures for better patient care in a corporate hospital.
3. Bring out different categories of personnel working in hospitals.
4. Discuss about various standards for hospital accreditation.
5. State various medical and surgical services provided by hospitals.
6. Explain the significance of front office in maintaining medical records.
7. How do you evaluate the resources of areas to provide and system support services?

SECTION C — (10 marks)

(Compulsory)

8. Case Study:
Design a blue print for a multi specialty hospital in a metropolitan city with the following facilities. Cardio thoracic, gastroenterology, nephrology and ophthalmology.
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(DHAM 06)

M.B.A.(2 Year) DEGREE EXAMINATION, NOVEMBER 2021.

First Year

Hospital Administration

HOSPITAL ECONOMICS AND FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions

1. (a) Monopoly Market
- (b) Law of demand
- (c) MM Hypothesis
- (d) Dividend policy
- (e) Inventory control systems
- (f) Break even analysis

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions

2. What are the properties of indifference curve analysis?
3. Discuss the rationale of government intervention in health market
4. What are the goals of financial management?
5. Discuss the determinants of dividend and retention of earnings.
6. How do you estimate working capital requirements?
7. Elucidate dividend practices of Indian companies.

SECTION C — (10 marks)

(Compulsory)

8. Case study:
1/15 net 30 is the present credit term of DD company. Its sales level is Rs. 10 Lakhs, with an average collection period of 30 days, its contribution margin ratio is 20 per cent and the cost of capital is 12 per cent. The proportion of sales on which currently customers take discount is 0.5 per cent. The company is contemplating with the idea of increasing the discount term to 2/15, net 30. Such extensions of discount push up sales by Rs.1 lakh, and reduce the average collection period by 5 days and increase the proportion of discount sales by 0.3. What will be the effect of relaxing the discount policy on its net profit, with an assumption of 45 per cent tax and 365 days to a year?
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(DHAM 07)

M.B.A. (2 Years) DEGREE EXAMINATION, NOVEMBER 2021.

First Year

Hospital Administration

MEDICAL TERMINOLOGY AND RECORDS

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Naturopathy
- (b) Pathology
- (c) Intensive care unit records
- (d) Gynaecology
- (e) Medico legal records
- (f) Coronary care services.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Bring out the features of different systems of medicine.
3. Explain the services rendered by speciality hospitals.
4. Describe the maintenance of operation theatres records.
5. Discuss the role of pathology in serving the patients better.
6. Explain the importance of coronary care service in recent times.
7. Enumerate different kinds of clinical records maintained in a hospital.

SECTION C — (10 marks)

(Compulsory)

8. Case study :
Draw a road map for locating cardiology department in a corporate super speciality hospital. The significance of their service is growing very fast in the country.
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(DHAM 08)

M.B.A. (2 Years) DEGREE EXAMINATION,
NOVEMBER 2021.

First Year

Hospital Administration
MANAGING HOSPITALS – I

Time : Three hours

Maximum : 70 marks

SECTION A – (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Location of liner.
(b) Concept of housekeeping.
(c) Pharmacy manager.
(d) Fibre food.
(e) Water and ward.
(f) Beverages.

SECTION B – (3 × 15 = 45 marks)

Answer any THREE questions.

2. What are the functions of house-keeping department?
3. State the considerations in the location of laundry
4. Explain the techniques employed to preserve food.
5. Enumerate the services rendered by hospital security personnel.
6. Bring out the qualifications of pharmacist.
7. Discuss the methods used in the management of drugs.

SECTION C – (1 × 10 = 10 marks)

(Compulsory)

8. Case Study:
A new hospital is likely to come up in an urban area. This may be super speciality one, What are the considerations with regard to layout, location, organisation etc while establishing front and back offices and pharmacy?
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