

CP-3919

M.B.A. DEGREE EXAMINATION, NOV 2011

11

**Health Service Management
HEALTH CARE**

Time : 3 Hours

Maximum : 60 Marks

Section A (5 × 2 = 10)

Answer **all** questions.

1. List any five infectious diseases.
2. Write notes on RBC and WBC.
3. Differentiate Tubectomy Vs Vasectomy.
4. Expand AYUSH.
5. Define "Sterilization".

Section B (4 × 5 = 20)

Answer any **four** questions.

6. Explain the signs and symptoms of Hypertension.
7. Brief the epidemiology of Hepatitis B.
8. Draw and explain the gland 'Adrenal'.
9. Brief the Indian System of Medicine.
10. Explain CPR Procedure.
11. List and brief the records and registers related with hospital safety.
12. Draw the table of Immunization schedule.

Section C (3 × 10 = 30)

Answer any **three** questions.

13. List and explain the cardiovascular diseases.
 14. Draw digestive system and explain.
 15. Brief about "Pest Control".
 16. Explain the methods of waste disposal system.
 17. List the types of disasters.
-

CP-3920

M.B.A. DEGREE EXAMINATION, NOVEMBER 2011

12

**Health Service Management
HEALTH ECONOMICS AND HEALTH POLICY**

Time : 3 Hours

Maximum : 60 Marks

Section A

(5 × 2 = 10)

Answer **all** questions.

1. Define Health Policy.
2. Describe scope of economics.
3. Why Economic evaluation is important?
4. What is Health Expenditure?
5. Write any two indicators to determine Health Policy.

Section B

(4 × 5 = 20)

Answer any **four** questions.

6. Explain evaluation of Health Systems in India.
7. Briefly explain socio-economic factors in India
8. Write short notes on :
 - (a) Secondary care center
 - (b) Primary Health care center.
9. Briefly explain the cost benefit analysis in health economics.
10. What is Demand and supply? Describe the types of demand and supply policy.
11. Describe the importance of health economics.
12. Describe concept of Elasticity.

Section C

(3 × 10 = 30)

Answer any **three** questions.

13. Explain Infant mortality ratio in India.
 14. Explain the Health Systems in India.
 15. Explain various types of welfare schemes given by the government to the public.
 16. Describe Population policy and recommendations of Jungalwalla committee.
 17. Explain the functions of eighth five-year plan.
-

CP-3921

13

**M.B.A. DEGREE EXAMINATION
NOVEMBER 2011**

**Health Services Management
PRINCIPLES OF MANAGEMENT**

Time : 3 Hours

Maximum : 60 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What is management?
2. What are the functions of hospital management?
3. What is reviewing?
4. What is organisational climate?
5. What is organising?

Part B

(4 × 5 = 20)

Answer any **four** questions.

6. What are the objectives of hospital management?
7. Explain the hospital organisation structure.
8. What do you mean by management process?
9. What is planning? What are the various types?
10. What do you mean by code of ethics?
11. Explain the merits of controlling.
12. What do you mean by professional requirements?

Part C

(3 × 10 = 30)

Answer any **three** questions.

13. Explain the significance of system approach to management.
14. Hospital as a formal organisation – Discuss.
15. What are the various factors affecting behavioural science?
16. What do you mean by management process? Explain its merits.
17. What is managerial effectiveness? Explain its significance.

CP-3922

M.B.A. DEGREE EXAMINATION, NOV 2011

14

**Health Service Management
HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours

Maximum : 60 Marks

Section A

(5 × 2 = 10)

Answer **all** the questions.

1. Define 'Human Resource Management'.
2. Define 'Counselling'.
3. What is human resource inventory?
4. Explain 'Induction'.
5. Describe potential appraisal.

Section B

(4 × 5 = 20)

Answer any **four** questions.

6. Explain the system approach in HRM.
7. Give short note on Human Resource Audit and Research.
8. Explain the factors influencing manpower planning.
9. Give short note on 'Promotion'.
10. Explain the factors affecting morale.
11. Explain the methods of Job evaluation.
12. Elucidate the concept of 'Discipline'.

Section C

(3 × 10 = 30)

Answer any **three** questions.

13. Explain the importance of HRM in Organizational Development.
 14. Define Recruitment. Discuss various sources of recruitment.
 15. Explain elaborately on selection process.
 16. Explain various methods of performance appraisal.
 17. Critically examine the challenges of compensation management.
-

CP-3923

M.B.A. DEGREE EXAMINATION, NOV 2011

15

**Health Service Management
ORGANISATIONAL BEHAVIOUR**

Time : 3 Hours

Maximum : 60 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What is individual differences?
2. Define perception.
3. Describe conflict.
4. What do you mean by power?
5. Define strokes.

Part B

(4 × 5 = 20)

Answer any **four** questions.

6. Discuss the scope of organisational behaviour.
7. Write short note on emotions.
8. Discuss the factors determining personality.
9. Explain the process of motivation.
10. Describe various styles of leadership.
11. Explain the sources of stress.
12. Give short note on life positions.

Part C

(3 × 10 = 30)

Answer any **three** questions.

13. Explain the individual differences in jobs.
 14. Discuss the factors affecting perception.
 15. What are the barriers for communication?
 16. Write a note on reinforcement theories of motivation.
 17. Explain the pressure for change and resistance to change.
-

CP-3924

M.B.A. DEGREE EXAMINATION, NOVEMBER 2011

16

**Health Service Management
OPERATIONS MANAGEMENT – I**

Time : 3 Hours

Maximum : 60 Marks

Section A

(5 × 2 = 10)

Answer **all** questions.

1. What is job satisfaction?
2. What is coding?
3. How to satisfy unsatisfied customer?
4. Short Notes :
 - (a) Records Management
 - (b) Family Counseling.
5. Define deficiency check

Section B

(4 × 5 = 20)

Answer any **four** questions.

6. Explain Ambulatory care services.
7. Write an essay on sanitation?
8. Give the importance of Human Resource Management.
9. What are the problems to be avoided in appraising performance?
10. Short notes :
 - (a) Pest control
 - (b) Infection control.
11. What are the methods to maintain hospital records effectively?
12. Explain functions and responsibilities of physiotherapy department and physiotherapist.

Section C

(3 × 10 = 30)

Answer any **three** questions.

13. Describe the role and importance of PRM in Hospital.
14. Short notes :
 - (a) MLC cases
 - (b) RTA.
15. Explain the process of filing system followed by the Medical Records Department.
16. Explain functions of Radiology department.
17. Explain duties and responsibility of ICU care nurses.

**Health Service Management
OPERATIONS RESEARCH**

Time : 3 Hours

Maximum : 60 Marks

Section A

(5 × 2 = 10)

Answer **all** questions.

1. Discuss the scope of operation research.
2. What is Pivot Value?
3. Explain Degeneracy.
4. What is Reneging?
5. Define "Total Float".

Section B

(4 × 5 = 20)

Answer any **four** questions.

6. Solve the following problem graphically.

$$\text{Maximize } Z = 30x_1 + 40x_2$$

Subject to

$$60x_1 + 120x_2 \leq 12,000$$

$$8x_1 + 5x_2 \leq 600$$

$$3x_1 + 4x_2 \leq 500$$

$$x_1, x_2 \geq 0.$$

7. Self-service grocery store employs one cashier at its counter. Eight customers arrive on an average every 5 minutes while the cashier can serve 10 customers in 5 minutes. Assuming Poisson distribution for arrival and exponential distribution for service rate, find

(a) Average number of customers in the system.

(b) Average number of customers in queue.

8. Explain the need for simulation in management problems. Give various steps in simulation process, giving examples.
9. Discuss the principles of operations research.
10. Solve the following transportation problem by VAM method

		Destinations				Availability
		D_1	D_2	D_3	D_4	
Origins	O_1	5	3	4	4	300
	O_2	3	4	5	6	150
	O_3	6	5	4	7	250
Requirement		250	260	240	100	

11. Brief the rules of network construction.
12. Draw the steps of Hungarian algorithm.

Section C

(3 × 10 = 30)

Answer any **three** questions.

13. A project has the following activities, precedence relationships, and activity durations:

Activity	Immediate Predecessors	Activity Duration (weeks)
A	—	3
B	—	4
C	—	3

Activity	Immediate Predecessors	Activity Duration (weeks)
<i>D</i>	<i>C</i>	12
<i>E</i>	<i>B</i>	5
<i>F</i>	<i>A</i>	7
<i>G</i>	<i>E, F</i>	3

- Identify those activities comprising the critical path.
- What is the project's estimated duration?
- Construct a table showing for each activity, its activity duration, earliest start time, latest start time, earliest finish time, latest finish time, and the activity slack.

14. Six salesmen are to be allocated to six sales regions. The earning of each salesman at each region is given below. How can you find an allocation, so that the earnings will be maximum?

Salesman	1	2	3	4	5	6
<i>A</i>	15	35	0	25	10	45
<i>B</i>	40	5	45	20	15	20
<i>C</i>	25	60	10	65	25	10
<i>D</i>	25	20	35	10	25	60
<i>E</i>	30	70	40	5	40	50
<i>F</i>	10	25	30	40	50	15

(Figure are in Rs. 1,000)

15. List and define operation research models. Define the steps of modeling.

16. Solve :

$$\text{Maximize } Z = 3x_1 + x_2 + 3x_3$$

Subject to

$$2x_1 + x_2 + x_3 \leq 2$$

$$x_1 + 2x_2 + 3x_3 \leq 5$$

$$2x_1 + 2x_2 + x_3 \leq 6$$

$$x_1 \geq 0, x_2 \geq 0, x_3 \geq 0.$$

17. A bookstore wishes to carry a certain book in stock. Demand is probabilistic and replenishment of stock takes two days. The probabilities of demand are given in the table below :

Daily demand :	0	1	2	3	4
Probability :	0.05	0.10	0.30	0.45	0.10

Each time an order is placed the store incurs an ordering cost of \$1.00 per order and a carrying cost of \$0.20 per book per day, which is calculated on the basis of stock at the end of each day. The store manager has two options for his inventory decision.

Option A : Order 5 books when the inventory at the beginning of the day plus outstanding orders is less than 8 books.

Option B : Order 8 books when then inventory at the beginning of the day plus outstanding orders is less than 8 books.

Currently (beginning of the 1st day) the store has a stock of 8 books plus 6 books ordered two days ago and expected top arrive the next day. Using the set of random number given below, carry out a 10 cycle Monte Carlo simulation and recommend which option the manager should choose.

Random numbers : 89, 34, 78, 63, 61, 81, 39, 16, 13, 73.

CP-3926

M.B.A. DEGREE EXAMINATION, NOV 2011

32

**Health Service Management
COUNSELLING**

Time : 3 Hours

Maximum : 60 Marks

Section A

(5 × 2 = 10)

Answer **all** the questions.

1. Explain Pre-conception counselling.
2. Detail the factors of "Psychotherapy".
3. Define Counselling Vs Therapy.
4. Discuss about Child Counselling.
5. Detail the reasons for Stress.

Section B

(4 × 5 = 20)

Answer any **four** questions.

6. Detail the types of group therapy.
7. Explain the basic principles of relationship counselling.
8. Discuss in detail about the Transactional analysis.
9. Brief the psychological reactions to AIDS patients.
10. Describe the techniques of stress management.
11. Discuss the causes of conflict.
12. Brief the methods of counsel the terminally ill patients.

Section C

(3 × 10 = 30)

Answer any **three** questions.

13. Draw and brief about the Trans theoretical model.
 14. Explain about the profile of a counsellor.
 15. What are all the counseling skills required for hospital manager?
 16. Brief "Grief Counselling".
 17. Explain procedures of career counselling.
-

Health Service Management
ACCOUNTS AND FINANCE

Time : 3 Hours

Maximum : 60 Marks

Part A

(5 × 2 = 10)

Answer **all** questions.

1. What do you mean by capital expenditure? Give examples.
2. What are current assets?
3. State the objectives of preparing trial balance.
4. What are the uses of accounting?
5. What is imprest system of petty cash book?

Part B

(4 × 5 = 20)

Answer any **four** questions.

6. Explain the different types of subsidiary books.
7. From the following, ascertain net profit.

	Rs.
Salaries	10,000
Gross profit	2,00,000
Depreciation	40,000
Commission	8,000
Selling expenses	10,000
Bad debts	9,000
Wages	5,000
Rent received	7,000
Rent paid	8,000
Office expenses	9,000
Distribution expenses	9,000
Discount allowed	5,000

8. Discuss the essentials of effective budgets.
9. From the following prepare schedule of changes in working capital.

	2008	2009
	Rs.	Rs.
Machinery	2,00,000	3,00,000
Stock	70,000	80,000
Debtors	1,50,000	1,70,000
Creditors	1,00,000	80,000
Bill receivable	90,000	50,000
Bills payable	50,000	60,000
Cash at bank	1,00,000	1,50,000
Prepaid expenses	10,000	15,000
Outstanding wages	18,000	20,000

10. Prepare a bank reconciliation statement from the following data as on 31.12.2009.

	Rs.
Balance as per cash book	12,500
Cheque issued but not presented for payment	900
Cheques deposited in bank but not collected	1,200
Bank paid insurance premium	500
Amount deposited by a customer directly	800
Bank charges	100
Interest on invested collected by bank	200

11. Discuss briefly about the types of accounts maintained by the hospitals.
 12. From the following information advise the management as to which project is preferable based on payable period. The standard cutoff period for the company is 5 years.

	Project A	Project B
	Rs.	Rs.
Capital cost	15,000	15,000
Cash flow (savings before depreciation but after tax)		
I Year	5,000	4,000
II Year	5,000	4,000
III Year	5,000	4,000
IV Year	2,000	3,000
V Year	2,000	7,000
VI Year	2,000	9,000
	<u>21,000</u>	<u>31,000</u>

Part C

(3 × 10 = 30)

Answer any **three** questions.

13. Distinguish between receipts and payments account and income and expenditure account.
 14. Outline the concepts and convention of accounting.
 15. From the following trial balance, you are required to prepare trading, profit and loss account and balance sheet as on 31.12.2009.

	Rs.		Rs.
Anand's capital	2,28,800	Drawings	13200
Machinery	99,000	Salaries	13200
Buildings	66,000	Office expenses	2750
Purchases	1,10,000	Discount allowed	1320
Purchase returns	1,100	Debtors	29260
Loan to Mr. K @ 10% p.a.	14,000	Bank	29260
Bills payable	5,500	Furniture	5,500
Stock (1.1.2008)	38,500	Wages	35,200
Creditors	44,000	Postages	1,540
Insurance	1,760	Fuel and power	2,970
Bad debts	660	Office rent	2,860
Freight	9,900	Loose tools	2,200
Lighting	1,100	Provision for bad debtors	880
Interest on loan	1,100	Cash	2,640
Sales	2,31,440		

Adjustments :

- (a) Closing stock as on 31.12.2009 Rs. 72,600
 (b) Depreciation on machinery by $33\frac{1}{3}\%$ office furniture by 10% and building by 5%.
 (c) Value of loose tools on 31.12.2009 was Rs. 1,760
 (d) Of the sundry debtors Rs. 660 are bad debtors and should be written off.
 (e) Main 5% provision on debtors for doubtful debts.

16. Prepare a balance sheet with as many details as possible from the following :

Gross profit ratio	20%
Debtors turnover	6 times

Fixed asset to net works	0.80
Reserves to capital	0.50
Current ratio	2.50
Liquid ratio	1.50
Networking capital	Rs. 3,00,000
Stock turnover ratio	6 times

17. From the following prepare schedule of changes in working capital and funds flow statement for the year 2008 and 2009 :

Liabilities	2008	2009	Assets	2008	2009
	Rs.	Rs.		Rs.	Rs.
Share capital	70,000	74,000	Cash	9,000	7,800
Debentures	12,000	6,000	Debtors	14,900	17,700
Creditors	10,360	11,840	Stock	49,200	42,700
Profit & Loss	10,740	11,360	Goodwill	10,000	5,000
			Land	20,000	30,000
	<u>1,03,100</u>	<u>1,03,200</u>		<u>1,03,100</u>	<u>1,03,200</u>

Additional information :

- (a) Dividends were totaling Rs. 4,000
- (b) Land was purchased for Rs. 15,000.

Health Service Management
LAW RELATING TO HOSPITALS

Time : 3 Hours

Maximum : 60 Marks

Section A (5 × 2 = 10)

Answer **all** questions.

1. Define Drugs and Cosmetics act.
2. What is Law?
3. Define "Negligence".
4. Write about Hospital "Ethics".
5. Describe patient's rights and responsibilities.

Section B (4 × 5 = 20)

Answer any **four** questions.

6. Short Notes :
 - (a) PF Act
 - (b) Minimum Wages Act.
7. Write categories of Torts.
8. Define "Birth Registration Act".
9. Define Consumer Protection for Health Information.
10. Write IMC's list of offences / Misconduct.
11. Write about law associated with establishments of Hospitals & Nursing Home.
12. Write law related to the patents bills of rights.

Section C (3 × 10 = 30)

Answer any **three** questions.

13. Write laws related to the Hospital environment.
 14. Explain roles of Administrators during death declaration.
 15. Describe hospital responsibilities and laws in association with admitting foreign nationals.
 16. Is the patient is consumer having the right to make their own choices and the ability to act on them? – Explain.
 17. Explain Health Insurance Portability and accountability Act of 1996.
-

CP-3929

M.B.A. DEGREE EXAMINATION, NOV 2011

35

**Health Service Management
TOTAL QUALITY MANAGEMENT**

Time : 3 Hours

Maximum : 60 Marks

Part A

(5 × 2 = 10)

Answer **all** the questions.

1. What is TQM?
2. What is QAC?
3. What is Quality Circle?
4. What is Competitive Benchmarking?
5. Explain briefly ISO 9000.

Part B

(4 × 5 = 20)

Answer any **four** questions.

6. Explain the Delivery process.
7. Explain the different classification of cost of quality.
8. Explain the deming total management philosophy.
9. Explain the mechanics of the review.
10. Explain briefly about professional review.
11. Explain the different resistance to change.
12. Explain the initiatives to be taken by the management for the formation of quality circles.

Part C

(3 × 10 = 30)

Answer any **three** questions.

13. Explain elaborately about the quality certification ISO 9000.
14. What is resistance to change? Explain the measures to overcome these resistances.
15. Explain the different appraisal methods.
16. Explain elaborately the different quality tools.
17. Explain the components of synergy in the team work.