M.B.A DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
TOTAL QUALITY MANAGEMENT

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. What is team work?

2. What do you understand by Cost of Quality?

3. What is Quality management System?

4. What is professional review?

5. What is the difference between education and training?

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Explain the importance of Benchmarking.

7. How quality assurance can be practised?

8. Write down any two advantages of concurrent review and retrosphere review.

9. Explain the functioning of QAC.

10. What are the advantages of having Quality circle?

11. What are the steps involved in reorganization of a firm?

12. What are the benefits of effective customer service?

Section - C   (3 x 10 = 30)

Answer any THREE Questions

13. Explain in detail the theory of Quality assurance.

14. Discuss in detail about Quality Management Systems.

15. Why resistance shown by employees for any change?

16. How will you manage a planned change?

17. What are the different monitoring systems that can be used in a hospital?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
HEALTH ECONOMICS AND HEALTH POLICY

Duration : 3 Hours   Maximum : 60 marks

Part - A   (5 x 2 = 10)

Answer ALL Questions

1. Define health economics.

2. Define consumer behaviour

3. Write about sex ratio and literacy rate.

4. Describe meaning of health systems.

5. Describe tertiary care centre.

Part - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Briefly explain the diagnostic health systems.

7. Write short notes on:
   a. Scope of economics
   b. WHO

8. Explain medical tourism in India.

9. Describe the stages of Demographic cycle.

10. Describe Law of Demand and utility analysis.

11. Explain the socio-economic factors affecting health policy and economics in India.

12. Define private finance of clinical services.

Part - C   (3 x 10 = 30)

Answer any THREE questions

13. Briefly explain nature and scope of economics in health care in India.

14. Briefly explain the health expenditure in health economics.

15. Briefly explain the modes of intervention.

16. Write short notes on:
    a. Tuberculosis control programme
    b. HIV awareness program

17. Explain rationale of Government's intervention and control.

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CP-3071		1.3

M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
PRINCIPLES OF HOSPITAL MANAGEMENT

Duration : 3 Hours   Maximum : 60 marks

Part - A   (5 x 2 = 10)

Answer ALL Questions

1. What is system approach to management ?

2. What is OB ?

3. What is reviewing ?

4. What is managerial effectiveness ?

5. What is an organisational change ?

Part - B   (4 x 5 = 20)

Answer any FOUR Questions

6. What are the objectives of management ?

7. Explain the structure of a Hospital organisation.

8. What are the various components of attitude ?

9. What are the factors that influence perception ?

10. What are the advantages of forecasting ?

11. What do you understand by Code of Ethics ?

12. How will you improve Managerial Effectiveness ?

Part - C   (3 x 10 = 30)

Answer any THREE questions

13. Discuss in detail the different approaches to management.

14. Explain briefly the scope and functions of Hospital Management.

15. Write short notes on:
    a. Planning
    b. Controlling

16. Critically examine the methods employed for managing a planned change.

17. Do you consider management as a profession ? Why ? Substantiate your answer.

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CP-3071

M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
HUMAN RESOURCE MANAGEMENT

Duration : 3 Hours   Maximum : 60 marks

Part - A   (5 x 2 = 10)

Answer **All** Questions.

1. What do you mean by work ethics?

2. What are the types of counselling?

3. What is a Human Resource plan?

4. Define "Morale".

5. What are conflicts among trade unions?

Part - B   (4 x 5 = 20)

Answer any **FOUR** Questions

6. Illustrate the systems approach in Human Resource Management.

7. Explain the different types of Executive development Programmes in a Hospital.

8. Explain how compensation structures can be designed for a multi speciality hospital.

9. Design and present a recruitment plan for recruiting ward boys for a hospital.

10. Explain the objectives of promotions and transfers.

11. Analyze the problems in various performance appraisal methods.

12. Explain the statutory and non-statutory welfare measures.

Part - C   (3 x 10 = 30)

Answer any THREE questions

13. Explain the concept and importance of discipline in Health Service Management. Also, explain how integrity is related to discipline in management.

14. Prepare and present a training calendar with program content for training physiotherapists.

15. Carry out Job Analysis for recruiting trauma acre assistants and ambulance staff.

16. Explain different financial incentive systems with their merits and demerits.

17. Write an essay on "The History and Development of HRM in India."

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CP-3073		1.5

M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
ORGANISATIONAL BEHAVIOUR

Duration : 3 Hours   Maximum : 60 marks

Part - A   (5 x 2 = 10)

Answer ALL Questions

1. What is the scope of OB ?

2. What is the difference between sensation and perception ?

3. What is conflicts ?

4. What is the difference between power and authority ?

5. What is transactional analysis ?

Part - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Why an MBA graduate has to study OB ?

7. What are the errors that occur while perceiving ?

8. Explain the rationale of Reinforcement Theory of Motivation.

9. What is the necessity for organisational change ?

10. Explain the basic communication process.

11. Explain the different types of power.

12. 'Value influences Attitude and Attitude influences personality' - Comment on the statement.

Part - C   (3 x 10 = 30)

Answer any THREE questions

13. 'OB has borrowed concepts from other fields like psychology and sociology and hence, it may not be considered as a separate field of study' - Do you agree or disagree with the statement ? Justify your answer.

14. 'Personality is both physical and mental strength of an individual' - Discuss.

15. Critically examine the barriers to communication in organisation and find out methods to overcome the barriers.

16. Discuss the different methods to manage conflict in an organisation.

17. Explain any four methods used for Organisational Development.

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CP-3073

M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
OPERATIONS MANAGEMENT - I

Duration : 3 Hours   Maximum : 60 marks

Part - A   (5 x 2 = 10)

Answer ALL Questions

1. Describe customer satisfaction.

2. Explain ICD and IPD

3. Describe quality.

4. Write short notes on infection control.

5. Describe types of hospitals.

Part - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Describe
   a. Front office
   b. Billing

8. Explain the Time Office and Recruitment Policy.

9. Describe assembling and coding in medical records department.

10. Describe the role and importance of housekeeping department.

11. Describe transfer in and transfer out of patients from one service to another service.

12. Write grievance-handling methods.

Part - C   (3 x 10 = 30)

Answer any THREE questions

13. Explain ambulatory services.

14. Describe
    a. Room service
    b. Data analysis

15. Explain rules and regulations that are followed by the hospital during the admission of MLC cases.

16. Explain performance appraisal for 500 bedded multi-speciality hospital.

17. Describe the functions and procedures followed in the Nephrology Department.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH   SERVICE   MANAGEMENT
HOSPITAL PLANNING AND DESIGN

Duration : 3 Hours   Maximum : 60 marks

Part - A   (5 x 2 = 10)

Answer ALL Questions

1. What is market demand and supply ?

2. Write about different types of medical insurance schemes.

3. Write short notes on:
    i. Risk analysis   ii.   Market strategy

4. Define market segmentation.

5. How many beds will be assigned to each patient care unit ?

Part - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Draw and explain the layout of a 50 bedded hospital

7. Details about hospital planning and designing.

8. Write about uses of database management in service area.

9. Explain norms of hospital facilities planning.

10. Short notes:
    i. Manpower research   ii. Equipment selection

11. Explain about the norms of Tamil Nadu Pollution Control Board.

12. Explain need for specialised and trained personnel to plan for hospital design and planning.

Part - C   (3 x 10 = 30)

Answer any THREE questions

13. Explain in detail about need for scientific planning.

14. Explain specific norms need for hospital planning.

15. Explain in detail about any five patient care service areas ?

16. Explain characterestics of Static Vs Dynamic organisations.

17. Explain briefly - Hospital Utilisation Indices.

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
Research Methodology and Statistics

Duration : 3 Hours   Maximum : 60 marks

SECTION - A   (5 x 2 = 10)

Answer **ALL** Questions

1.   What is hypothesis?

2.   Bring out the characteristics of sampling

3.   What are the measures of dispersion ?

4.   What do you mean by correlation ?

5.   State the non-probability method of sampling.

Answer any **FOUR** Questions

6. From the following compute Spearman's Rank correlation:

Students	Score on Test I	Score on Test II
A	80	40
B	70	70
C	90	60
D	50	80
E	10	100

7. From the following compute median:

Mid Point	Frequency
10	7
20	13
30	35
40	15
50	10
60	20

8. Describe the qualities of a good researcher.

9. Explain the contents of research report.

10. Discuss the procedure involved in testing of hypothesis.

11. What is sample size ? How do you determine sample ?

12. Outline briefly the fundamental notions in probability.

Answer any **THREE** Questions

13.   Elucidate the components of research design.

14.   Describe briefly the different types of research.

15.   A bag contains 4 white and 6 black balls. Two draws of 3 balls are made in such a way that :
       (a)   The balls are replaced before the second draw
       (b)   The balls are not replaced before the second draw
       Find the probability that both draws give 3 white and 3 black balls in each case.

16.   From the following data, compute Karl Pearson co-efficient of correlation.

X:	30	40	30	35	40	52	68	47
Y:	37	28	30	27	29	25	24	32

17.   From the following data, compute standard deviation.

Class Interval	Frequency
0 - 10	13
10 - 20	17
20 - 30	28
30 - 40	32
40 - 50	40
50 - 60	30
60 - 70	20
70 - 80	30

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CP - 3076

M.B.A DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
MATERIALS MANAGEMENT

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. What do you mean by Low-Point Inventory?

2. What is Random Access Storage System?

3. What is a purchase log?

4. What do you mean by inbound logistics?

5. What do you mean by EML (Effective Machine Life)?

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Discuss briefly the responsibilities of a typical stores department.

7. Explain the traditional ways in which scrap is disposed of.

8. Explain the process of rate Contract Tendering.

9. Classify materials that are used in a typical manufacturing operation.

10. Discuss the advantages and disadvantages of leasing of equipments.

11. Under what conditions can buyers reject materials they have purchased?

12. Explain the factors that are to be considered in deciding on store room location.

Section - C   (3 x 10 = 30)

Answer any THREE Questions

13. "Receiving and stores activity indirectly influence product costs in several ways". Comment on this statement with your view point and logical analysis.

14. Compare and contrast closed and open stores systems from perpetual inventory point of view.

15. Explain Price Forecasting methods in detail.

16. Explain the procedure for purchasing capital equipment.

17. Discuss in detail the various things a firm might do to reduce its transportation costs.

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M.B.A DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
MARKETING AND STRATEGIC MANAGEMENT

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. What is Marketing Management?

2. What is contingency planning?

3. What is Evoked Set?

4. What is promotion?

5. What is physical evidence in Marketing?

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Explain a simple marketing system.

7. What are the advantages of evaluating marketing performance?

8. Explain the process of Buyer's decision making.

9. What is the significance of understanding post-purchase behaviour?

10. Explain BCG Growth Matrix.

11. What are the objectives of strategy?

12. What are the characteristics of services marketing?

Section - C (3 x 10 = 30)

Answer any THREE Questions

13. Explain briefly the evolution of marketing concepts.

14. Briefly explain the concept of Porter's value chain and its applications.

15. Discuss in detail the steps involved in strategic management process.

16. Explain in detail GE's portfolio matrix and its significance.

17. Critically examine the role of various components of promotion in marketing a service.

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CP-3078

M.B.A.   DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
MANAGEMENT INFORMATION SYSTEM

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. What is a System Study?

2. What are Machine Languages?

3. What are data structures?

4. What do you mean by Intranet?

5. What do you mean by data mining?

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Explain the concept of a datawarehouse.

7. Explain the types of indicators.

8. Describe the critical issues in implementing an Information System Software in a hospital.

9. Explain the interlinkages among the departments of hospitals and analyze the data exchanges from the MIS point of view.

10. Illustrate the applications of MIS in Store Management of Hospitals.

11. Explain how MIS helps in structured and unstructured decision making process in hospitals.

12. Explain the ethics related issues of MIS.

Section - C   (3 x 10 = 30)

Answer any THREE Questions

13. Explain the concept of Relational Databases and its use in Hospital Information System.

14. Explain Decision Support System and its uses in hospitals.

15. Analyze the use and impact of internet in MIS.

16. Explain the networking principles in MIS through suitable illustrations.

17. What is Information Security? How information security is ensured and enhanced in hospitals?

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M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
OPERATIONS MANAGEMENT - II

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. Define Drugs Administration.

2. Define FIFO method.

3. Write any two dietary opinion for diabetic patients.

4. Write the duties of special nurse.

5. Define Networking.

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Write about segregation of waste in OT.

7. Describe the importance of Manufacture and expiry date in medical terms.

8. What are all the points that have to be in mind while collecting blood from the donors?

9. Describe job descriptions for OT assistant.

10. Describe the different kinds of hospital menu for the patients.

11. Short notes on:

    a. LAN

    b. WAN

12. Describe job responsibilities for Blood Bank in charge.

Section - C   (3 x 10 = 30)

Answer any THREE Questions

13. Briefly explain the procedure of sterilization.

14. Short notes on:

    a. Tendering

    b. Inspection

    c. Distribution

15. Write the importance of dietary rounds and prepare diet card for master health Checkup patients.

16. Describe storing of blood units and supply of blood units to the wards.

17. Briefly explain the importance of database management and HIS.

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CP - 3081		3 . 1

M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
OPERATIONS RESEARCH

Duration : 3 Hours   Maximum : 60 marks

SECTION - A   (5 x 2 = 10)

Answer **ALL** Questions

1.   What is O. R. ?

2.   What are the different types of models ?

3.   What is a redundant constraint ?

4.   What do you mean by transportation model ?

5.   What are the three estimates used in Network Techniques ?

SECTION - B   (4 x 5 = 20)

Answer any **FOUR** Questions

6.   Explain briefly the Big M method of solving LPP with artificial
        variables.

7. Distinguish between Transportation model and Assignment model.

8. Explain the procedure of Montecarlo Simulation.

9. Solve graphically the following LPP.

$$\text{Minimize } Z = -6x_1 - 4x_2$$

$$\text{Subject to} \quad 2x_1 + 3x_2 \geq 30$$

$$3x_1 + 2x_2 \leq 24$$

$$x_1 + x_2 \geq 3$$

$$\text{and} \quad x_1, x_2 \geq 0$$

10. Explain briefly the steps involved in the revised simplex method.

11. Find the initial basic feasible solution for the following transportation problem by least cost method.

From	To				Supply
	1	2	1	4	30
	3	3	2	1	50
	4	2	5	9	20
Demand	20	40	30	10	

12. Explain briefly the queuing models $M/M/1$.

CP - 3081

Answer any **THREE** Questions

13.   Solve using simplex method

$$\text{Maximize } z = 2x_1 + 4x_2 + x_3 + x_4$$

$$\text{Subject to } x_1 + 3x_2 + x_4 \le 4$$

$$2x_1 + x_2 \le 3$$

$$x_1 + 4x_3 + x_4 \le 3$$

$$\text{and } x_1, x_2, x_3, x_4 \ge 0$$

14.   A project schedule has the following characteristics

Activity	Time	Activity	Time
1 - 2	4	5 - 6	4
1 - 3	1	5 - 7	8
2 - 4	1	6 - 8	1
3 - 4	1	7 - 8	2
3 - 5	6	8 - 10	5
4 - 9	5	9 - 10	7

a)   Construct a Network diagram

b)   Calculate Total and free float for each activity

c)   Calculate earliest event time and latest event time.

3

d) Determine critical path and total project duration

15. Solve the following problem by Dual simplex method

$$\text{Min} \quad Z = 2X_1 + 2X_2 + 4X_3$$

$$\text{Subject to} \quad 2X_1 + 3X_2 + 5X_3 \geq 2$$

$$3X_1 + X_2 + 7X_3 \leq 3$$

$$X_1 + 4X_2 + 6X_3 \leq 5$$

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

16. At a one - man pharmacy counter, the customers arrive following poisson process at an average rate of 5 per hour and they are served accordingly to exponential distribution with an average service rate of 10 minutes. Assuming that only 5 seats are available for waiting customers, find the average time customer spends in the systems.

17. Discuss briefly the different phases of OR and applications of OR in Health care industry.

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CP - 3081

CP-3082		3.2

M.B.A DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
COUNSELLING

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. What is Stress?

2. Why one needs Counselling?

3. What is Marital Counselling?

4. Define Profile of a Counsellor.

5. Explain about Transactional Analysis.

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. What are the Methods of Communication?

7. Discuss about Drug Addiction.

1

8. List out the methods of Counselling an Adolescent.

9. Explain Group Theory.

10. Discuss conflict management.

11. Explain listening and responding in Communication.

12. List out the effects of stress on an Individual.

Section - C   (3 x 10 = 30)

Answer any THREE Questions

13. Mention the importance of Counselling a HIV and AIDS person.

14. How to help a Terminally ill person to accept Death Peacefully?

15. List out the Basic Principles of Counselling.

16. Alcoholism and Drug Addiction and Social Evils. Explain.

17. Write an essay on Communication.

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M.B.A DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
ACCOUNTS AND FINANCE

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. Define Going concern concept.

2. What is a journal?

3. What do you mean by cash book?

4. What is a Balance Sheet?

5. What do you mean by capital budgeting?

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. What are the uses of accounting?

7. What are the different kinds of subsidiary books?

8. Why bank balance as per cash book and pass book differ?

1

9. How do you minimize the expenditure of hospitals?

10. State the benefits and limitations of profit planning.

11. From the following prepare statement of changes in working capital.

	2006	**2007**
Cash	30,000	47,000
Debtors	1,20,000	1,15,000
Stock	80,000	90,000
Creditors	10,000	23,000

12. From the following figures ascertain the gross profit.

Opening stock	20,800
Purchases	85,000
Carriage on purchases	2,300
Rent of office	4,800
Closing stock	18,700
Sales	1,40,000
Carriage on sales	3,000
Wages	4,600

CP-3083

Answer any THREE Questions

13. Under what basis is accounting done in business organizations and why?

14. Distinguish Pay back method and ARR method.

15. From the following calculate current ratio and quick ratio.

Debtors	51,000
Bills receivable	2,000
Creditors	49,000
Fixed assets	90,000
Stock	22,000
Bank	12,000
Debentures	20,000
Reserves	30,000

16. Enter the following transactions in three column cash book.

1-9-07	Cash balance Rs.4,000, Bank balance Rs.15,000
2-9-07	Cash sales Rs.36,000
5-9-07	Received from Kumar Rs.4,200, discount allowed Rs.100

8-9-07	Cash purchases Rs.15,000
15-9-07	Purchases of Machinery by issue of cheque Rs.12,000
20-9-07	Paid into the bank Rs.10,000
23-9-07	Rent paid by cheque Rs.1,000
30-9-07	Salary paid Rs.2,000

17. State the objectives of finance management.

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M.B.A DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
LAW RELATING TO HOSPITALS

Duration: 3 Hours   Maximum: 60 Marks

Section - A   (5 x 2 = 10)

Answer ALL Questions

1. What is autopsy?

2. What do you know about ethics?

3. What is INC?

4. What are the importance of minimum wages act?

5. Why do business concerns provide bonus?

Section - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Bring out the significance of insurance rights.

7. What are the importance of payment of wages act?

8. How do you register the births and deaths?

9. What are the characteristics of bonus act?

10. State the circumstances under which the doctors are liable for civil offences.

11. Explain the offences relating to professional mis-conducts.

12. What is law of torts? Explain its contents.

Section - C (3 x 10 = 30)

Answer any THREE Questions

13. Elucidate briefly the principles of insurance.

14. Describe the legal provision relating to the patient's bill of rights.

15. What are the duties and responsibilities of hospitals?

16. Explain the procedure involved in formation of nursing homes.

17. Narrate the legal provisions relating to ESI Act.

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CP-3069		1.1

M.B.A. DEGREE EXAMINATION, APRIL 2010
HEALTH SERVICE MANAGEMENT
HEALTH CARE

Duration : 3 Hours   Maximum : 60 marks

Part - A   (5 x 2 = 10)

Answer ALL Questions

1. List any five diseases by respiratory infections.

2. Detail the factors of physical hazards.

3. Define the boundaries of pelvic cavity.

4. Discuss about Dura mater.

5. Explain the types of incinerators.

Part - B   (4 x 5 = 20)

Answer any FOUR Questions

6. Detail the control measures for whooping cough.

7. Draw and explain the anatomy of heart.

8. Explain the types and functions of bones.

9. Brief about public healthcare sector.

10. Describe about the aspects of hygiene.

11. Discuss in detail about pre-placement examinations in hospitals.

12. Brief the methods of sterilization.

Part - C   (3 x 10 = 30)

Answer any THREE questions

13. Draw and brief disaster cycle.

14. Explain about the common diseases of cardiovascular system.

15. Classify and explain hospitals.

16. Brief the content of national immunization schedule.

17. Explain the first aid procedures for any five emergency situations.

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