

DE-8141**11****DISTANCE EDUCATION****M.B.A. (H.M) DEGREE EXAMINATION, MAY 2014.****First Semester****PRINCIPLES OF HOSPITAL MANAGEMENT****(Upto 2012-13)****Time : 3 hours****Maximum : 100 marks****SECTION A — (5 × 8 = 40 marks)****Answer any FIVE questions.**

1. Explain the types of plans with its objectives in hospital management.
2. Discuss the concept called “Strategic Alliance” in a hospital. Give example.
3. Explain the role of leadership and its challenges in administering a hospital.
4. Describe the different types of motivation techniques used to motivate the staff in a hospital.
5. Discuss the different types of barriers in communication with apt illustrations.
6. Explain the Enterprise Resource Planning and its objectives and applications with reference to a corporate hospital.

7. Delegation Vs. Decentralization-Differentiate with apt dimensions and applications.
8. Analyze the different factors which are influencing the hospital management plan with suitable illustrations.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Define Management By Objectives (MBO). Explain its purpose, steps involved and implications with reference to hospital administration.
10. Discuss the different structures prevailing in a hospital management with its merits and demerits. Draw a line and staff hospital organization chart with its functions.
11. Discuss about the meaning, role and importance of concept known as 'Direction' in hospital management.
12. Explain the basic elements involved in different motivation theories and its implications in managing staff in an organisation. Add appropriate illustrations with regard to hospital management.
13. Detail the different techniques used for co-ordination in a hospital management.
14. Explain the current issues and new perspectives in hospital management and its significance in the future management practice.
15. Analyze the role of decision-making, different processes and its significance with apt illustrations.

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DISTANCE EDUCATION

M.B.A. (H.M.) DEGREE EXAMINATION, MAY 2014.

First Semester

HEALTH ECONOMICS

(Upto 2012 – 2013)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Distinguish the need for economic indicators in healthcare policy framework. Give examples.
2. Bring out the salient features of health economics. Give examples.
3. Describe the system models of health care in India with proper illustrations.
4. Elucidate the need for analyzing the 'elasticity of demand and supply' in health care? Give examples.
5. Discuss the cost principles involved in pricing a health care product with examples.
6. Elicit the difference between 'cost benefit analysis' and 'cost effective analysis'.

7. Explain the role of free market concept in health care with adequate examples.
8. List out various techniques used to measure the elasticity of demand and supply in health care.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. 'Governance and effective management of health care is an important issue for any country; Otherwise it has a very serious ramification on economic development' – Critically examine this statement with the support of adequate illustrations.
10. 'Active role of free market is necessary in managing health care in an exorbitantly populated country like India' – Examine this statement placing your arguments with examples.
11. Critically evaluate the role of regulatory mechanisms incorporated to monitor and control the public and parallel health care systems in India. Give examples.
12. Draw illustrations to bring out the elasticity of demand for health care services in Rural India given the majority of the country's population lives in villages.
13. Discuss the budgeting process and its necessity for effective designing and delivery of health care products. Give illustrations.

14. Critically review the need for analysing the cost benefits and effectiveness of public health care schemes administered across the state in Tamilnadu.
 15. Based on Four quadrant model, explain why well-educated people trend to have better health than less well-educated people, even though well-educated people may consume less health care.
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DE-8143**13****DISTANCE EDUCATION****M.B.A. (Hospital Management) DEGREE EXAMINATION,
MAY 2014.****First Semester****HEALTH POLICY AND HEALTH CARE SYSTEM****(Upto 2012-13)****Time : Three hours****Maximum : 100 marks****SECTION A — (5 × 8 = 40 marks)****Answer any FIVE questions.**

1. Briefly explain family planning in India.
2. Explain Health Adjusted Life Expectancy.
3. Explain the International Classification of Diseases.
4. Examine the National Malaria Eradication Scheme.
5. What do you understand by Comprehensive Health Care? Explain.
6. What is Universal Immunization Programme? Explain.
7. Life style has an impact on health. Explain.
8. Explain the functions of Indian Red Cross Society.

SECTION B — (4 × 15 = 60 marks)**Answer any FOUR questions.**

9. Discuss the role of WHO in promoting health care.
10. Discuss health care in the context of National Health Policy 2002.

11. Explain the role of heredity in determining health.
 12. Discuss the National Population Policy 2000.
 13. Discuss the role of UNDP in promoting health care.
 14. Discuss the Eleventh Five Year Plan (2007-2012) with a particular reference to health programmes.
 15. Discuss the objectives and the role of the Indian Council for Child Welfare.
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DE-8144**14**

DISTANCE EDUCATION

M.B.A. (H.M.) DEGREE EXAMINATION, MAY 2014.

First Semester

HOSPITAL PLANNING AND DESIGNING

(Upto 2012-13)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the classification of Hospitals in India. Give examples.
2. Discuss the role of hospital planning team in selecting a site for establishing a hospital?
3. Explain, using examples, the factors influencing hospital utilization.
4. Explain the criteria for determining the building requirement for a hospital in a 2-tier city?
5. Demonstrate how the different facilities are planned and established in a Multi-Specialty hospital?
6. Highlight the mandatory standards to be adopted by hospitals in India.
7. Explain the process of identifying the demand and need for hospital services in a rural town.
8. Explain the contents of Architect report of a corporate hospital.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss the functioning of a hospital as a system which serves the community? Provide suitable illustrations.
 10. Explain the process of hospital planning with suitable examples.
 11. Perform a technical analysis to determine project cost based on the land and space requirements for a hospital in Tier I city.
 12. Elaborate on the design and functioning of service and administrative zones in a hospital operating at a remote location.
 13. Explain the importance and use of Information System for effective functioning of a hospital using examples.
 14. Explain the standards to be adopted by hospitals to manage biomedical waste? Give examples.
 15. “Technological advancements drives change in role of hospitals in India” – Critically examine.
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DE-8145**15**

DISTANCE EDUCATION

M.B.A. (H.M.) DEGREE EXAMINATION, MAY 2014.

First Semester

ORGANIZATIONAL BEHAVIOUR

(Upto 2012-13)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Describe the different approaches of Organizational Behaviour using suitable examples.
2. Explain the factors influencing the individual behaviour using suitable illustrations.
3. Elaborate on the principles of effective communication.
4. How an organization can make effective use of power? Highlight the characteristics of power.
5. Discuss the meaning of Organizational effectiveness and different approaches of achieving it.
6. Why change is resisted in organizations? What should the management do to overcome it?
7. Explain the qualities of a good leader. How he/she is different from a manager?
8. Brief the implications of Organizational climate on Organizational Behaviour.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Discuss the relevance of different models of Organizational Behaviour in Indian context. Give examples.
10. Do attitudes affect an individuals behaviour. What is the role of a manager in changing the attitude of his subordinates?
11. “Most effective leaders show great concern for both task and people” – Critically evaluate.
12. Enumerate the sources and consequences of stress. How does an individual and organization cope with stress?
13. Describe the process of creating and maintaining Organizational climate. Examine the factors that determine the climate of an organization.
14. Exemplify the effectiveness of OD interventions in enhancing the organizational performance using suitable examples.
15. “High cohesiveness in a group leads to high productivity” – Justify your line of argument with suitable examples.

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DISTANCE EDUCATION

M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.

Second Semester

HOSPITAL CORE SERVICES

(Upto 2012-13)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the non-clinical services in detail.
2. Discuss the functions of oncology services.
3. Brief about the role and responsibilities of blood bank.
4. Describe the importance of Housekeeping and environment services rendered in a hospital.
5. Discuss the duties of nursing officers. How it differs with cadre?
6. Write a note on Hospital information system and its components.
7. Discuss the importance of departmentation in the hospital management with apt illustrations.
8. Analyze the different functions under clinical Hematology.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. “Administrative services are critical to bring synergy in a hospital services”– Discuss.
10. Discuss the functions and operational details of the following departments:
 - (a) Neurology
 - (b) Obstetrics and Gynecology
 - (c) Physiotherapy.
11. Discuss about the importance and scope of ‘Staff Health’ with apt illustrations.
12. Explain the improvement of transport and ambulance services in the present hospital services rendered to customers in India.
13. Detail the laws and policies with regard to nursing services in a hospital management.
14. Explain the objectives and different types of training services used in hospital management.
15. Assess the need and importance of training and teaching services with reference to paramedical sciences.

DE-8147**22****DISTANCE EDUCATION****M.B.A. (Hospital Management) DEGREE EXAMINATION,
MAY 2014.****Second Semester****HOSPITAL SUPPORT SERVICES****(Upto 2012–2013)****Time : Three hours****Maximum : 100 marks****SECTION A — (5 × 8 = 40 marks)****Answer any FIVE questions.****All questions carry equal marks.**

1. Explain the role of supportive services in hospitals.
2. Mention the importance of nursing documentation.
3. Explain the responsibilities of microbiologist.
4. Discuss in detail about the washing arrangements in linen and laundry department.
5. What is day store? Explain.
6. Brief the rules of medical lab.
7. Explain the layout of hospital kitchen.
8. Discuss the functions and importance of hospital blood bank.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the methods of organizing clinical services.
 10. Discuss the importance of ward management.
 11. Detail the legal aspects of emergency services.
 12. Explain the responsibilities of pathologist.
 13. Discuss the types of services offered by hospital linen and laundry.
 14. What is special diet kitchen? Explain.
 15. List and explain any five equipments available in the ambulance.
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DE-8148**23****DISTANCE EDUCATION****M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.****Second Semester****HUMAN RESOURCE MANAGEMENT IN HOSPITALS****(Upto 2012-13)****Time : Three hours****Maximum : 100 marks****PART A — (5 × 8 = 40 marks)****Answer any FIVE questions.**

1. Explain human resource management. With specific reference to a hospital.
2. Explain industrial dispute act.
3. Explain the performance appraisal system.
4. Explain the recruitment process.
5. What is the role of HR in organisational development?
6. What is career planning and career succession?
7. Explain the promotional process.
8. Explain the statutory and non-statutory welfare measures.

PART B — (4 × 15 = 60 marks)**Answer any FOUR questions.**

9. Explain the stages involved in enforcing disciplinary action.
10. Explain the compensatory act, related to hospital.

11. What kind of manpower planning is required for a multispeciality hospital of 100 beds.
12. Explain the various training plan for a hospital personnel.
13. Justify why HRM is considered to the most importance of all resources.
14. What is the role of HR in building up the morale of the employees?
15. Explain a few of the HR policies.

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DISTANCE EDUCATION

M.B.A. (Hospital Management) DEGREE EXAMINATION,
MAY 2014.

Second Semester

MATERIALS MANAGEMENT IN HOSPITALS

(upto 2012-13)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What are types of Materials in Hospital and give examples for each type?
2. Mention the important factors to be considered in Stores Layout.
3. What is ABC Analysis in Inventory Control?
4. Explain the Inspection methods followed in Hospital stores.
5. “Is MRP useful in Materials Management”, If yes explain how it will be useful.
6. Explain the types of Maintenance followed in Hospitals.
7. Explain two methods of Replenishing of stocks with Safety stock provision.
8. “Audit plays a important role in Materials Management”—Justify the statement.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the effective disposal systems of Materials in a hospital.
10. Explain the Audit system of a stores in a Government Hospital.
11. What are the documents used in a Medium size Public Health centre hospital?
12. How “Price forecasting Method” is done in hospital Stores – Explain with examples.
13. Illustrate the Material Request Planning can be done for a Dental Hospital attached with a Dental College.
14. Explain the various price forecasting methods.
15. Explain the types of tenders, advantages and disadvantages of each tender method.

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DISTANCE EDUCATION

M.B.A. (H.M.) DEGREE EXAMINATION, MAY 2014.

Second Semester

ACCOUNTING AND FINANCIAL MANAGEMENT

(Upto 2012 – 2013)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is accounting? What are the objectives of accounting?
2. What is Double Entry System of Book-Keeping? Explain the rules of the Double Entry System.
3. What is a trading account? Bring out the difference between the trading account and the profit and loss account.
4. Define the term balance sheet. Distinguish between profit and loss account and balance sheet.
5. Give atleast eight examples of income from other sources.
6. Discuss the importance of financial management in hospitals.
7. What are the objectives of financial management of hospital?
8. Explain the importance of audit in hospital accounts.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the accounting concepts in detail.
10. The following balance are extracted from the books of Mr. Balu as on 30th June 2009.

	Rs.
Balu's capital	50,000
Balu's drawings	36,000
Buildings	1,50,000
Plant and machinery	1,50,000
Furniture and fittings	40,000
Lorry	1,00,000
Creditors for trade	50,000
Freight and duty on purchase	2,50,000
Carriage outwards	10,000
Salaries	66,000
Wages	2,00,000
Lighting charges	10,000
Taxes and licenses	12,000
Postage and telegrams	1,500
General charges	7,500
Interest paid	22,500
Loans borrowed	2,50,000
Sundry debtors	1,00,000
Deposits (Dr)	10,000
Purchases	22,00,000

	Rs.
Opening Stock	1,50,000
Sales	30,00,000
Carriage inwards	20,000
Insurance	5,000
Commission on sales	10,000
Reserve for bad debts	3,000
Reserve for discount on debtors	1,500
Discount allowed to customer	15,000
Cash on hand	1,500
Overdraft with bankers	2,47,500
Lorry maintenance	35,000

Adjustments :

- (a) Stock on hand 30.6.2009 Rs. 2,00,000.
- (b) Provide the following :
 - (i) Salary due Rs. 6,000
 - (ii) Wage due Rs. 10,000.
 - (iii) Interest due on loans Rs. 5,000 on overdraft Rs. 2,500.
 - (iv) Lorry maintenance due Rs. 5,000
 - (v) Insurance prepaid Rs. 1,250.
- (c) Maintain the Reserve for doubtful debts at 5% and Reserve for discounts at $2\frac{1}{2}$ % on debtors.
- (d) Provide depreciation on buildings – 5%, plant and machinery – 10%, Lorry – 25% and furniture – 10%.
Prepare trading and profit and loss a/c for the year ended 30th June 2010 and a balance sheet as on that date.

11. From the figures given below prepare an income and expenditure account for 2005.

Receipts	Rs.	Payments	Rs.
Opening balance :		Salaries	4,800
in hand	200	Rent	500
at bank	1,600	Stationery & postings	200
Subscriptions :		Bicycle purchased	300
2004	500	National saving	
2005	8,300	certificate	3,000
2006	<u>600</u>	Help to need of	
Sale of investments	2,000	students	2,000
Sale of old furniture		Balance :	
(Book value Rs. 400)	300	in hand	300
		at bank	<u>2,400</u>
	<u>13,500</u>		<u>13,500</u>

Subscription for 2005 still receivable were Rs. 700. Interest due on savings certificates Rs. 100 and rent paid but due was Rs. 60.

12. What do you mean budgetary control? Explain the various types of budgetary control.
13. What are the various sources of finance available for hospital management? Explain.
14. Explain in detail the features of expenditure management.
15. Discuss in detail the pattern of hospital expenditures.

DE-8151**31**

DISTANCE EDUCATION

M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.

Third Semester

MANAGEMENT INFORMATION SYSTEM

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What kind of health related statistics be drawn through MIS?
2. Compare and contrast EMR with manual medical records.
3. Design a MIS for House keeping department.
4. How can MIS facilitate performance monitors.
5. What are the different system development methods. Explain any one in detail.
6. Explain the secondary storage media and devices.
7. Explain the control mechanism for information security.
8. Explain Business process reengineering.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Discuss the advantages of MIS in terms of function, cost and effectiveness.
10. What are the computer based tools that can be used to collect information?

11. Explain ERP systems.
 12. Explain the structure, elements, characteristics and basic requirements of MIS.
 13. Explain e-health. Discuss its advantages and disadvantages.
 14. Explain the process of detection of errors in MIS.
 15. What are the different methods of organising files?
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DE-8152**32****DISTANCE EDUCATION****M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.****Third Semester****RESEARCH METHODS****Time : Three hours****Maximum : 100 marks****PART A — (5 × 8 = 40 marks)****Answer any FIVE questions.****All questions carry equal marks.**

1. What are the various purposes of research? Explain.
2. Explain the advantages and disadvantages of scientific method of research.
3. Briefly explain the factors influencing research design.
4. Bring out the significance of review of literature in business research.
5. What are the essentials of a good sampling?
6. Explain the advantages and disadvantages of sampling.
7. What is pretesting questionnaire? Explain its purposes.
8. Explain the various contents of research report.

PART B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss in detail the various types of research.
 10. What are the steps involved in planning a research? Explain with suitable illustration.
 11. Briefly explain the advantages of different types of Non-Probability sampling methods.
 12. Elaborate on the different methods of primary data collection.
 13. Discuss the procedure for the formulation of a questionnaire.
 14. Bring out the steps in the process of data analysis.
 15. Explain the different types of scaling techniques used in qualitative research.
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DE-8153**33****DISTANCE EDUCATION****M.B.A. (Hospital Management) DEGREE EXAMINATION,
MAY 2014.****Third Semester****HOSPITAL RECORDS MANAGEMENT****Time : Three hours****Maximum : 100 marks****SECTION A — (5 × 8 = 40 marks)****Answer any FIVE questions.****All questions carry equal marks.**

1. Explain the uses of Medical Records.
2. What is indexing? Explain.
3. Briefly give an account of the Hospital administrative records.
4. Discuss the code of ethics in the aspects of medical records.
5. Explain the process of medical audit in medical records
6. What is radiology? Explain the records of radiology.
7. Give a vivid picture about the storage of the medical records.
8. Describe the history of medical records.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. State and explain the objectives of Medical Records department.
10. Discuss the key legal aspects of medical records, with reference to Law of evidence, Consumer Protection Act and Release of Information.
11. List and explain the important uses of computerization in Medical records.
12. Discuss the significance of Pharmacy records in a Hospital.
13. Explain how quality control measures can be achieved in medical records department.
14. Mention and explain the uses of various medical forms and registers.
15. Describe the retrieval of medical records and illustrate with examples how it is done in hospitals.

DE-8154**34**

DISTANCE EDUCATION

M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.

Third Semester

HOSPITAL RELATED LAWS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the salient features of Pregnancy Act 1971.
2. Explain in detail about medical negligence with suitable illustration.
3. Briefly explain the procedure in dying declaration.
4. Critically examine the features of Drugs and Cosmetics Act 1940.
5. What are the purposes of Stamps and Establishment Act 1954?
6. Explain the significance of payment of Bonus Act 1965 to Hospital Industry.
7. What are the advantages of Infant Food Act 1992 to Hospitals? Explain.
8. Bring out the usefulness of understanding Consumer Protection Act, 1986 as a Hospital Manager.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the procedures laid down in Central Births and Deaths Registration Act, 1969.
10. Briefly explain the procedures to be followed by Hospitals in transplanting Human Organs.
11. What is Media Legal Case? When and by whom the legal case has to filed and conducted? Explain.
12. Bring out the procedures to be followed to set up pharmacy as per Pharmacy Act 1948.
13. Critically examine the significance of payment of Gratuity Act 1972.
14. Discuss in detail the usefulness of any two labour laws to Hospitals.
15. Explain the procedures laid down in Industrial Disputes Act 1947 to settle down the disputes between two hospitals.

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DISTANCE EDUCATION

M.B.A (H.M). DEGREE EXAMINATION, MAY 2014

Third Semester

OPERATIONS RESEARCH

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the principles, assumptions and phases of operation research.
2. Explain the methods of optimality in transportation model.
3. Explain the special cases in Assignment model.
4. Solve graphically the following LPP :

$$\text{Mini } Z = 4x_1 + 2x_2$$

Subject to constraints $x_1 + 2x_2 \geq 2$

$$3x_1 + x_2 \geq 3$$

$$4x_1 + 3x_2 \geq 6, x_1, x_2 \geq 0.$$

5. Solve the following transportation problem for maximum profit the following are the profit per unit in Rs.

		Market			
		A	B	C	D
Plant	X	12	18	6	25
	Y	8	7	10	18
	Z	14	3	11	20

Available in plant	Demand in Market.
X = 200 units.	A = 180 units.
Y = 500 units.	B = 320 units.
Z = 300 units.	C = 100 units.
	D = 400 units.

6. A service station has a central store where service mechanics arrive to get spare parts. The store is manned by one attendant and he can attend 8 mechanics per hour on the average. The arrival rate of mechanics is 6 per hour on the average. Assume the pattern of arrival is poisson and service time is exponential determine the waiting time in the system, waiting time in the queue for the mechanics and length of the queue.

7. Find the critical path of the following project.

Activity :	A	B	C	D	E	F	G	H
Predecessor :	-	A	B	B, C	C	D	E	F, G
Duration :	6	4	3	2	3	6	5	7

8. The daily demand of a certain item with probability distribution are as follows :

Units demanded :	3	4	5	6	7	8	9	10	11	12
Probability :	0.02	0.08	0.11	0.16	0.19	0.13	0.10	0.08	0.07	0.06

Simulate the demand for the next 10 days and average daily demand.

SECTION B — ($4 \times 15 = 60$ marks)

Answer any FOUR questions.

All questions carry equal marks.

9. A departmental store has four subordinates and four tasks for completion. The subordinates differ in their capacities and the tasks differ in their work contents. The time estimates of each subordinates and each task are given below :

		Subordinates				
		P	Q	R	S	
Task	A	17	25	26	20	
	B	28	27	23	25	in hours
	C	20	18	17	14	
	D	28	25	23	19	

Find out the optimal assignment to hour the minimum time of completions of all tasks.

10. For the following project find out the duration and find the probability of completing the project one week ahead of the expected time.

Activities :		A	B	C	D	E	F	G	H	I
Predecessors :		—	—	—	A	A	B, D	B, D	C, F	E
Duration in weeks :	t_o	2	6	6	2	11	8	3	9	4
	t_m	4	6	12	5	14	10	6	15	10
	t_p	6	6	24	8	23	12	9	27	16

11. What is duality? Explain the same in detail with an example.
12. Explain the steps involved in the HUNGARIAN method of solving assignment problem.

13. Solve the following transportation problem to get optimal solution.

	W_1	W_2	W_3	W_4	Supply
P_1	6	4	9	1	40
P_2	20	6	11	3	40
P_3	7	1	0	14	50
P_4	7	1	12	6	90
Demand	90	30	50	30	220
					200

14. Explain objectives of a queuing model indicate arrival process, queue structure and service system of the sources.
15. Explain Simulation model and its approaches in detail.

DE-8156**36****DISTANCE EDUCATION****M.B.A. (H.M.) DEGREE EXAMINATION, MAY 2014.****Third Semester****MARKETING OF HOSPITAL SERVICES**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Explain the salient features of services marketing.
2. Briefly explain package of services.
3. Enumerate the “Rural Marketing”.
4. Explain the communication mix for hospital services.
5. What are the various process in Hospital services? Explain.
6. Explain the importance of brochures for hospital.
7. Describe market segmentation in hospital services.
8. Explain the role of suburban centers in hospital services.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain the marketing mix elements and their importance to hospitals.
10. Describe the branding of hospital services and also explain their implication on marketing.

11. What are pricing objectives? And also explain the methods of pricing in hospital services.
 12. Explain the following, in detail,
 - (a) Advertisement and public relations
 - (b) Sales promotion
 - (c) Personal selling.
 13. Explain in detail the procedures, tasks, schedules, mechanisms, activities and routines in hospital services.
 14. Highlight the importance of physical evidence in hospital services and also explain its kinds.
 15. How internal marketing can be effectively done in hospital services? Describe.
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DE-8157**41****DISTANCE EDUCATION****M.B.A. (Hospital Management) DEGREE EXAMINATION,
MAY 2014.****Fourth Semester****QUALITY MANAGEMENT IN HOSPITALS**

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)**Answer any FIVE questions.**

1. Quality consists of different dimensions – explain.
2. What are the principles of TQM.
3. Vision and Mission statements are a must for TQM-
Explain.
4. Explain various costs involved in Quality.
5. What are the types of Review of quality in hospital?
6. Explain Quality functional Deployment for a hospital.
7. What are the records to be maintained in Ward in a small
hospital?
8. Is Medical audit a necessary – Justify.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. Explain three clauses of ISO 9001-2008 with illustration.
 10. What are the problems in implementing TQM in hospital?
 11. What are the regulatory bodies governing quality in hospitals? Explain their role and functions and importance.
 12. Explain the different types of training and appraisal to be carried out in a corporate hospital.
 13. Explain the quality monitors of HR, housekeeping and nursing.
 14. Explain the execution of quality service in the administration department.
 15. Explain the methodology and stages to be followed in implementing TQM.
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DE-8158**42**

DISTANCE EDUCATION

M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

HOSPITAL HAZARDS MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the preventive measures to be taken from Hospital hazards?
2. Define hospital hazards management. Explain the principles of hospital hazards management.
3. Explain the role of central sterile supply department.
4. Write short notes on infection control committee.
5. What are the problems faced in disposal of biomedical wastes? Explain.
6. What is incineration? Explain its importance.
7. Explain the drawbacks of improper disposal of solid wastes.
8. Explain the payment terms adopted by medical insurance companies.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain in detail the various types of problems to be faced in hospital hazards.
10. Briefly explain the purposes of hospital hazards management.
11. Discuss in detail the various reasons for hospital related infections.
12. Highlight the impact of various categories of biomedical wastes.
13. Bring out the health hazards due to improper human waste disposal.
14. Critically examine a few novel methods to dispose sewage wastes.
15. Explain the various obstacles in the growth of medical insurance.

DE-8159**43**

DISTANCE EDUCATION

M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

DISASTER MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the need for disaster management.
2. 'Drought is a natural disaster faced by Tamilnadu and how to overcome it?
3. What are hazardous materials? Explain its consequences.
4. Explain the procedure for organising medical camps.
5. What are the precautions taken to control cholera? Explain.
6. Explain the steps taken to prevent the spread of dengue fever.
7. Briefly explain the role of voluntary agencies in disaster management.
8. 'Disaster management is a not a preventive technique' – Explain.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Discuss in detail the various types of disaster.
10. Write short notes on (a) volcano (b) cyclone.
11. How to prevent road side accidents? Explain.
12. Explain the measures taken by voluntary agencies in alcoholic and drug addiction.
13. Discuss in detail the steps taken to prevent disasters in events.
14. Highlight the methods adopted to prevent the spread of epidemics.
15. Critically examine the role of hospital in disaster management.

DE-8160**44****DISTANCE EDUCATION****M.B.A. (Hospital Management) DEGREE EXAMINATION,
MAY 2014.****Fourth Semester****COUNSELLING****Time : Three hours****Maximum : 100 marks****SECTION A — (5 × 8 = 40 marks)****Answer any FIVE of the following questions.**

1. Why has Counselling become a dire need today?
2. Define Counselling and list its goals and objectives. What is a counselling contract?
3. What are the different areas in which Counselling has become mandatory?
4. Different factors affect Communication in Counselling? What are they?
5. Describe the ABC model in counselling based on Cognitive Behaviour Therapy.
6. Both verbal and nonverbal messages are important for effective progress in counselling. Explain.
7. What is the second stage described in the Egan's Model of Counselling.
8. What principles are to be followed while counselling. Explain each one.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR of the following questions.

9. Marital Counselling is based on the DEVELOPMENTAL STAGES in the growth of a human being's family life cycle. Explain.
 10. Explain the various stages involved in Group Therapy.
 11. What are the fears of the dying person? Explain the various stages identified on coping with loss.
 12. What is drug abuse? Name the different drugs identified. How will you counsel substance abusers?
 13. What factors drive one to a suicidal ideation? What are the different intervention guidelines you will follow in counseling a person who is suicidal?
 14. What are conflicts? Describe the different Conflict strategies that can be applied.
 15. What are the different responding patterns in counselling? How is Transactional Analysis useful in therapeutic counselling?
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DE-8161**45**

DISTANCE EDUCATION

M.B.A. (HM) DEGREE EXAMINATION, MAY 2014.

Fourth Semester

COMPUTER APPLICATIONS IN HOSPITAL
MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Briefly explain the anatomy of computers.
2. How do you classify computers?
3. What are the uses of MS Access?
4. What is ISDN? How does it function?
5. What is intranet? What are its uses?
6. Briefly explain the basic word structures in medical language.
7. What is transcription? What are the techniques of transcribing?
8. What are the approaches in hospital information system?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

9. List and explain the features of any three programming languages that you know.
10. Explain the process and special features of powerpoint presentation preparation.
11. Explain the evolution of internet and it's recent development.
12. Write an essay on "Medical Terminologies".
13. Explain the mechanics of medical writing.
14. Describe the objectives and structure of Hospital Information System.
15. Explain how internet and intranet can be effectively used for managing a multispeciality – multi location hospital.