

**(DHAM01)**

**Total No. of Questions : 8]**

**[Total No. of Pages : 03**

**MBA DEGREE EXAMINATION, MAY - 2017**

**First Year**

**HOSPITAL ADMINISTRATION**

**Management Process & Organizational Behaviour**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section – A**

**Answer any three of the following**

**[3 × 5 = 15]**

- Q1)** a) Concept of Motivation  
b) Planning premises  
c) Halo effect  
d) Management by objectives  
e) System approach  
f) Continuum of leadership

**Section – B**

**Answer any three**

**[3 × 15 = 45]**

- Q2)** Discuss various function of management in a Hospital.
- Q3)** Explain the process followed in staffing.
- Q4)** Explain about communication barriers in a Hospital.
- Q5)** Discuss briefly various theories of motivation.
- Q6)** Explain organisational culture, its nature and significance.

**Q7)** Explain the organisation change and causes of change.

**Section – C**  
**Compulsory**

**(10)**

**Q8)** Case study.

Read the case given below carefully and answer the questions that follow:

Mr. Tarachand has been working for five years with the present company as ‘data processing analyst’. He was anxiously looking for an opportunity to seek promotion to the first line supervisory position ever since the corporate office announced a merit promotion scheme for this organization as well as other units.

As a part of this scheme Mr. Tarachand was selected as a trainee to participate in the company’s Supervisory Development programme. This programme had a duration of six months and was conducted as the in-company programme. The participants were required to attend this programme thrice a week in the afternoon. Lectures and Supervisory development exercises constituted the methodology of the programme.

Mr. Tarachand was very much excited about the programme, and was eagerly waiting for its commencement. He knew that a good performance in this programme would almost guarantee the much valued promotion.

As the programme finally commenced, Tarachand became mentally set to make all out effort to do well and emerge as an outstanding participant. He cut down his social commitments and started studying throughout the day on Sunday and till late hours during nights on working days.

One month after its commencement, Tarachand took his first periodical Test. He had studied hard and was enjoying the concepts he was learning. Tarachand had always been a good student throughout his high school and college career. So he expected to do well in this. This test and others to follow in this programme were obviously far more important to him than his school and college examinations. The results in these tests were to open his path to the coveted career in management.

The results of the first examination were communicated to the participants four days after it was given. In all four grades, A<sup>+</sup>, A, B<sup>+</sup> and B could be earned by the participants and Tarachand got the B grade.

Tarachand was obviously upset by the result. He was depressed. He was at a loss to find why he had done so poorly on this test even though he was thoroughly prepared. He desperately commented, ‘How could this happen when I always did well on tests in the school and college days’?

In the following two weeks after the first test, the programme coordinator found that Tarachand missed three sessions. He had never done so before the test. In two sessions he attended, he was found to be lacking in attention and did not participate in the exercises. He did not take notes in the lectures.

Questions

- a) What needs Tarachand wanted to satisfy?
- b) Analyze Tarachand's behaviour in terms of expectancy theory.
- c) What the course coordinator should do to motivate Tarachand?



**(DHAM02)**

**Total No. of Questions : 8]**

**[Total No. of Pages : 02**

**M.B.A. (2 YEARS) DEGREE EXAMINATION, MAY - 2017**

**First Year**

**HOSPITAL ADMINISTRATION**

**Marketing Management & Marketing of Services**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section – A**

**Answer any three**

**[3 × 5 = 15]**

- Q1)** a) Process service quality  
b) Loyalty ladder  
c) Quantity differentiation  
d) Accreditation by quality council of India  
e) Positioning strategy  
f) Branding

**Section – B**

**Answer any three of the following**

**[3 × 15 = 45]**

- Q2)** Discuss the scope and significance of services marketing.
- Q3)** Discuss the essentials of initiating response to price changes.
- Q4)** What do you mean by customer relationship management? Explain the barriers for effective CRM.
- Q5)** Discuss the different components of promotion mix in service sector.
- Q6)** What is market research? How does the market research help the marketers in decision making.
- Q7)** What do you mean by branding? Explain the functions of Brand management.

**Section – C**  
**Compulsory**

**[10]**

**Q8)** Case study (separate sheet enclosed)

Midwife – The Ancient Concept

The Sushruta Samhita, an ancient Indian Ayurvedic text, insists that women, “who have children, are good hearted, possessing strong character. are experienced in conducting labor, affectionate in nature, free from grief, with good endurance and able to make the expectant woman happy”, be present at birth. It is women’s hands, which have traditionally done the work of birth.

Household women and midwives prepare a concoction of herbs or milk and ghee (clarified butter) for the would-be mother and help her sip this between labor pains: it is also women’s hands which massage her body, press her back and manipulate the position of the baby. Midwives often know the pressure points (Marma Chikitsa). which are useful for alleviating pain and hastening the birth. They also support the woman’s body while she is pushing the baby out through the birth canal.

Questions :

Discuss the case in detail and bring out. What the author of the case is trying to describe & why?



**(DHAM03)**

**Total No. of Questions : 8]**

**[Total No. of Pages : 02**

**MBA (2 YEARS) DEGREE EXAMINATION, MAY - 2017**

**First Year**

**HOSPITAL ADMINISTRATION**

**Introduction to Computers and MIS**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section – A**

**Answer any three of the following**

**[3 × 5 = 15]**

- Q1)** a) Cache  
b) Power point Presentations  
c) Types of network  
d) Graphs and charts by Ms Excel  
e) System development and life cycle steps  
f) Data communication

**Section – B**

**Answer any three of the following**

**[3 × 15 = 45]**

- Q2)** Explain windows operating system functions.
- Q3)** Explain tool bar, their Icons and commands in Ms-office.
- Q4)** How to create queries and forms by using Ms Access?
- Q5)** Explain the advantages and disadvantages of Ms-Excel.
- Q6)** Define systems Analysis & design. Discuss the nature and characteristics features of system Analysis & design.
- Q7)** Explain recent trends in Information Technology.

**Section – C**  
**Compulsory**

**[10]**

**Q8)** Case study

At present, the Snocan company which manufactures 25 products has 103 sales offices throughout the United States with an average of 10 sales representatives per office. Every week, the sales reports in each office are tabulated by a clerk on a rotary calculating machine. The reports divided sales according to sales representative, product and customer. The reports are mailed to headquarters where they are combined by clerks using calculating machines. The results, are them typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales to the next six months. Unfortunately, by the time management receives the reports they are from three to six weeks old.

A new system has been devised in which daily sales by salesperson, product and customer are sent over a data communication line from each office to headquarters. A new electronic computer is to be installed to compile and analyze the data and forecast sales. The computer will also handle payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. The company's system designer is now ready to detail plans for implementation. Nobody in the company has had any experience with computers or computer languages. About 2000 square feet of floor space is available at present for the computer centre. The kind of data transmission equipment and the computer have not yet been specified.

Provide the Snocan Company with a thorough set of plans for implementing their new MIS.



**(DHAM04)**

**Total No. of Questions : 8]**

**[Total No. of Pages : 02**

**MBA (2 YEARS) DEGREE EXAMINATION, MAY - 2017**

**First Year**

**HOSPITAL ADMINISTRATION**

**Health Care and Operations Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section – A**

**Answer any three**

**[3 × 5 = 15]**

- Q1)** a) Drug policy  
b) Productivity Measures  
c) Value analysis  
d) Waste disposals  
e) Maintenance planning  
f) Benefits of layout

**Section – B**

**Answer any three**

**[3 × 15 = 45]**

- Q2)** Write about medical education policy and health care regulations in brief.
- Q3)** What are the importance factors to be considered for facility location?
- Q4)** “Operation strategy as a competitive tool” elaborate the statement.
- Q5)** Compare and contrast time and motion study.
- Q6)** Briefly explain about predictive maintenance and equipment availability in maintenance management
- Q7)** Briefly explain about the Bio-medical technology and its application in hospital environment.



**Section – C**  
**Compulsory**

**[10]**

**Q8)** 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.



**(DHAM05)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**M.B.A (2 YEARS) DEGREE EXAMINATION, MAY - 2017**

**(First Year)**

**HOSPITAL ADMINISTRATION**

**Hospital Planning and Engineering**

**Time : 3 Hours**

**Maximum Marks : 70**

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**SECTION – A**

**Answer any Three**

**(3 × 5 = 15)**

- Q1)** a) Patient care  
b) Operation theatre  
c) Radiology  
d) Endocrinology  
e) Role of hospital consultant  
f) Non – acceptable hospitals

**SECTION – B**

**(3 × 5 = 45)**

**Answer any Three**

- Q2)** Describe various ways to manage hospital assets and finances.
- Q3)** Explain evaluation of natural and human resources in order to provide and sustain the support for the hospital services
- Q4)** What are the essential factors required for surveying a community for hospital construction?
- Q5)** Describe the overview of the functions and sphere of various specialities
- Q6)** Explain any three supportive services provided by the hospitals.
- Q7)** Write a note on legal formalities followed in hospitals.

**SECTION – C**  
**(Compulsory)**

**Q8)** Case study :

**[10]**

Fortune is a newly set-up 100 bedded hospital at Vijayawada. The hospital has two entrances. One main entrance leads to casualty and the other entrance leads to outpatient department. There are Five reception counters set-up for receiving patients at both the entrances. One counter at emergency and remaining Four counters at outpatient reception (OPD area). Being the administrator how do you minimize the reception counters and adjust the staffing patterns in reception area. Devise a plan for separation of counters while optimising the manpower.



**(DHAM06)**

**Total No. of Questions : 8]**

**[Total No. of Pages : 02**

**MBA (2 YEARS) DEGREE EXAMINATION, MAY - 2017**

**First Year**

**HOSPITAL ADMINISTRATION**

**Hospital Economics and Financial Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Section – A**

**Answer any three**

**[3 × 5 = 15]**

- Q1)** a) Determinants of Demand  
b) Time value of money  
c) BEP analysis  
d) Stock dividend  
e) EOQ  
f) Operating cycle

**Section – B**

**Answer any three**

**[3 × 15 = 45]**

- Q2)** What is elasticity of demand? Explain about difference types of elasticity of demand.
- Q3)** Explain about the procedure of price determinate under perfect competition.
- Q4)** Discuss the various methods of investment appraisals.
- Q5)** Explain about relevance and irrelevance dividend theories in brief.
- Q6)** Define working capital and explain the determination of working capital.
- Q7)** Explain above various lay term sources of finance along with their merits & demerits.

**Section – C**  
**Compulsory**

[10]

**Q8)** Case study

A company is considering an investment proposed to install a new machine. The project will cost Rs. 50,000 and will have a life of 5 years and no salvage value. The company's tax rate is 50% and no investment allowance is allowed. This firm uses straight line method of depreciation. The estimated net income before depreciation and tax from the proposed investment proposal are as follows :

Year	Net Income before Depreciation and Tax (Rs.)
1	10,000
2	11,000
3	14,000
4	15,000
5	25,000

Compute the following

- a) Payback period
- b) Average rate of return
- c) Net present value at 10% discount rate
- d) Profitability Index at 10% discount rate

Following are the present value factors at 10%

Year :	1	2	3	4	5
PV factors at 10% :	0.909	0.826	0.751	0.683	0.621



**(DHAM07)**

Total No. of Questions : 8]

[Total No. of Pages : 02

**MBA (2 Years) DEGREE EXAMINATION, MAY - 2017**

**(First Year)**

**HOSPITAL ADMINISTRATION**

**Medical Terminology & Records**

**Time : 3 Hours**

**Maximum Marks : 70**

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**SECTION – A**

**Answer any Three**

- Q1)** a) Yoga **(3 × 5 = 15)**  
b) Psychiatric  
c) Neurology  
d) Billing  
e) Medico legal records  
f) Naturopathy

**SECTION – B**

**(3 × 15 = 45)**

**Answer any Three**

- Q2)** What are the various systems of medicine?  
**Q3)** What are the various pediatric services provided in hospitals?  
**Q4)** Explain coronary care services.  
**Q5)** Write a note on maintenance of Operation Theatres Records.  
**Q6)** Describe the process of maintaining House keeping records.  
**Q7)** What do you mean by General and Speciality hospital? Explain.

**SECTION – C**

**(1 × 10 = 10)**

**(Compulsory)**

**Q8)** Case study :

LN., an elderly woman in failing health, had recently moved in with her daughter after her hospitalization for a stroke. The daughter reported to the home care nurse that her mother had minimal appetite, was confused and disoriented, and had developed a blister on her lower back since she had been confined to bed. The nurse noted that LN. had lost weight since her last visit and that her skin was dry with poor skin turgor. She was wearing an “adult diaper”, which was wet. After examining L.N.’s sacrum, the nurse noted a nickel-sized open area, 2 cm in diameter and 1cm in depth (stage 11 pressure ulcer), with a 0.5cm reddened surrounding area with no drainage. L.N. Moaned when the nurse palpated the lesion. The nurse also noted reddened areas on L.N.’s elbows and heels.

The nurse provided L.N.’s daughter with instructions for proper skin care, incontinence management, enhanced nutrition and frequent repositioning to prevent pressure ischemia to the prominent body areas. However, 6 months later L.N.’s pressure ulcer had deteriorated to a class III. She was hospitalized under the care of a plastic surgeon and wound-ostomy care nurse Surgery was scheduled to debride the sacral wound and close it with a full-thickness skin graft taken from her thigh. L.N. was discharged 8 days later to a long-term care facility with orders for an alternating pressure mattress, position change every 2 hours, supplemental nutrition, and meticulous wound care.

Question :

What were the various medical records that the nurse takes care for L.N.?



**(DHAM08)**

Total No. of Questions : 08]

[Total No. of Pages : 2

**M.B.A. (2 Years) DEGREE EXAMINATION, MAY – 2017**

**First Year**

**HOSPITAL ADMINISTRATION**

**Managing Hospitals - I**

**Time : 3 Hours**

**Maximum Marks : 70**

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**SECTION – A**

**(3 × 5 = 15)**

**Answer any three questions**

- Q1)** a) House keeping  
b) Linen process  
c) Laundry processing  
d) Types of security services  
e) Types of food  
f) Pharmacy

**SECTION – B**

**(3 × 15 = 45)**

**Answer any three questions**

- Q2)** Explain importance of House keeping department.
- Q3)** What is the process associated with linen and laundry?
- Q4)** Explain the role of pharmacy manager.
- Q5)** What are various dietary services provided in hospitals?
- Q6)** List out various security services provided in hospitals.
- Q7)** What are the important functions of drug management?



**SECTION – C**  
**(Compulsory)**

**(10)**

**Q8)** Case study

Draw a blue print to avoid incurring of heavy losses in a outpatient department. While doing so, suggest the loop holes that may commonly exists in a hospital.

