

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2019-2020

MBA First Year (Hospital Administration)

Answer ALL Questions

Paper - I : MANAGEMENT PROCESS AND BEHAVIOUR

(20 Marks)

1. (a) Define Motivational Theories.
(b) What are the factors Influencing Motivation.

2. (a) What are the planning considerations?
(b) What is span of management.

3. (a) As a HR-Manager what steps you take to improve communication in organisation.
(b) What is flow of communication.

4. (a) What are the leadership styles?
(b) What is team work.

5. (a) What are models of Interpersonal communication.
(b) What is group dynamics.

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Paper - II : ACCOUNTING FOR DECISION MAKING

(20 Marks)

1. (a) What is Activity Based Costing (ABC)
(b) How do you plan insurance to goods in the Stock Room?

2. (a) How do you calculate depreciation on biomedical equipment.
(b) What are the standards of material.

3. (a) What are the budgetary control methods?
(b) How do you manage costs?

4. (a) What are the managerial applications of accounting information.
(b) How do you construct balance sheet?

5. (a) Define ledger - Explain ledger.
(b) How analysis of costs helps you to take decisions.

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Paper - III : MANAGEMENT OF OUT-PATIENT DEPARTMENT

(20 Marks)

1. (a) Describe the equipment required in emergency room/casualty.
(b) Write about Emergency OT.

2. (a) Write briefly on Dental OPD.
(b) Write briefly on Paediatric OPD.

3. (a) Describe Physiotherapy DEPT.
(b) Describe Radiology services for OPD.

4. (a) How do you plan OP Registration services for a teaching hospital with 500 BEDS.
(b) How do you plan a billing DEPT for a teaching hospital with 500 BEDS.

5. (a) What are the planning considerations of Cardiology OPD Non-Invasive Lab services.
(b) How do you plan a Neuro-Lab in Neurology OPD.

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Paper - IV : PATIENT CARE AND BEHAVIOUR

(20 Marks)

1. (a) Write on equipment maintenance.
(b) Describe HIS (Hospital Information Software)

2. (a) Describe a case sheet, generally prescribed in a Hospital
(b) Describe patient information record in OPD.

3. (a) Planning considerations of a hospital, Government / Private.
(b) Describe a mortuary.

4. (a) Elaborate duties of 'Manager on Duty (MOD)'
(b) Role of organ transplant co-ordinator.

5. (a) Describe a community health insurance scheme (Popular as AROGYASRI), mention also the current status.
(b) ESI Services.

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Paper - V : HEALTH SYSTEM MANAGEMENT

(20 Marks)

1. (a) Describe different types of consents.
(b) Role of Health Education in cardiology department.

2. (a) Write about National malaria control programme.
(b) Write about Dengue disease and its Prevention.

3. (a) Write about drugs and cosmetics Act - 1948.
(b) Write about PCPNDT Act 1994(Prenatal Sex Determination)

4. (a) What is Mission Indradhanusi program.
(b) "Staff Nurse is the bridging link in the continuity of Health Care" - Explain.

5. (a) Describe about Medical Errors.
(b) As a Hospital administrator how do you enhance the quality in health care, in a 300 bedded multi-speciality hospital.

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Paper - VI : MANAGEMENT OF INFORMATION SYSTEMS IN HOSPITALS

(20 Marks)

1. (a) Discuss about medical informatics
(b) How do you calculate lead time analysis by software.

2. (a) What are the advantages and disadvantages of electronic health records?
(b) What are the barriers of information technology implementation.

3. (a) Describe RIS (Radiology Information System).
(b) What are the software applications in health care.

4. (a) Discuss about data condition for a 500 bed teaching hospital.
(b) How do you plan learning in hospital to train staff?

5. (a) How do you implement telemedicine project in your hospital? Discuss the advantages and disadvantages.
(b) Discuss about "Tally (Accounting System Package)".

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Paper - I : HUMAN FACTOR IN HEALTH ORGANIZATION

(20 Marks)

1. (a) Explain the nature and scope and importance of HRM in hospitals.
(b) Discuss line and staff relationship and illustrate the traditional line staff relationship involving in personnel administration.

2. (a) Describe the recruitment process.
(b) Explain the main objectives of Human Resource Development. Mention the methods of HRD in detail.

3. (a) What are the methods of training employees in organisation.
(b) Define the executive development. Describe the development techniques.

4. (a) Explain the compensation plan and policy.
(b) What are the benefits of compensation plan and policy.

5. (a) What are the objectives of nursing staff and para medical associations in Hospital Organisation.
(b) Explain conciliations process to settle the disputes.

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Paper - II : FINANCIAL MANAGEMENT IN HOSPITALS

(20 Marks)

1. (a) What is financial function? Discuss its approaches and aim.
(b) "Financial Management is nothing but managerial decision making on asset mix, capital mix and profit allocation" - Explain.
2. (a) What do you mean by cash flow statement? What are the uses of cash flow statement?
(b) What are the financial statement of a business? What is the purpose of these statements?
3. (a) Define the cost of capital and explain the types of costs.
(b) A company is considered purchase of two machines with the following details :

	Machine I	Machine II
	Rs.	Rs.
Life (estimated)	3 years	3 years
Capital cost Rs.	25,000	25,000
Net earning after tax		
I Year	20,000	6,000
II Year	16,000	15,000
III Year	12,000	21,000

You are required to suggest which machine should be preferred using

- (i) Payback period method.
 - (ii) Net present value method.
4. (a) Give the meaning of financial leverages. What are the advantages to which this leverage can be made use of.
(b) Discuss the bonus shares or stock dividend and its advantages and what conditions for the issue of bonus shares.
 5. (a) What are the inventory management techniques illustrate the graphic approach of economic over quantity.
(b) What are the objectives and estimations of working capital requirements.

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Paper - III : OPERATIONS MANAGEMENT IN HOSPITALS

(20 Marks)

1. (a) Explain the strategies of maintenance and repairs of Bio-Medical equipment.
(b) What are the characteristics of a good medical record?

2. (a) "Electrocardiogram and cardiac procedures for heart disease" - Discuss
(b) What are the basic clinical departments in a teaching hospitals and write briefly any one of them.

3. (a) 'Disposal of hospital waste in the responsibilities of the housekeeping departments' - Discuss.
(b) Draw an organisational chart of House keeping for a 400 bedded multispeciality hospital and mention current trends in house keeping.

4. (a) Define the plant layout. Discuss the factors influencing layout.
(b) Discuss the various location theories.

5. (a) What type of purchasing strategy process is adopted in the hospitals.
(b) What are the inventory control techniques advantages and limitations of ABC analysis.

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Paper - IV : MEDICAL AUDIT AND QUALITY MANAGEMENT IN HOSPITALS.

(20 Marks)

1. (a) What is Medical audit? How it is useful for a quality patient care.
(b) How the Medical audit of important for a Hospital Management.

2. (a) Describe the role of WHO in guiding the Medical audit system all over the world. Give few of your recommendations.
(b) What is equipment audit. Describe the Direct and Indirect methods. How it is monitored.

3. (a) What are the functions of Medical Record department in a 1000 bedded public sector hospital. Discuss their importance.
(b) Briefly explain the concepts of TQM in a 200 bedded corporate hospital.

4. (a) Write the functions of CSSD and explain Quality processes used in CSSD.
(b) What are the hospital Engineering Services? And briefly discuss their quality outcome.

5. (a) Describe the objectives of Accreditation and Accreditation standards of NABH.
(b) What is Accreditation process and what are the motives for doing cleanical audit.

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Paper - V : HOSPITAL SERVICES MARKETING

(20 Marks)

1. (a) What are the various Marketing philosophis that a company can adopt.
(b) Give a brief account on the issues involved in Marketing environment analysis with a focus on competitators analysis.
2. (a) Define market segmentation. How do you segment the market for hospital services.
(b) Explain the consumer decision process relating to services.
3. (a) Define distribution channel. Explain the channel management in Hospitals.
(b) What is a new service product? What are the stages in the development of a new service.
4. (a) Explain the importance of employee in service marketing.
(b) What is the promotional mix in external marketing.
5. (a) Explain Gap model of service quality and analyse its usefulness to service firms.
(b) What is quality. What are the determinants of service quality.

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Paper - VI : HEALTH CARE ECONOMICS

(20 Marks)

1. (a) Explain the Interdisciplinary nature of Managerial Economics.
(b) What is meant by Demand Schedule. Demand Curve and Demand function.

2. (a) Explain the cost output relations. Describe the method of cost output relationship.
(b) Discuss briefly about monopoly and Oligopoly.

3. (a) Describe the Marginal Cost pricing and its merits and demerits.
(b) Define business cycle, describe the types and characteristics of business cycle.

4. (a) What are the objectives of Monetary Policy? Limitations of monetary policy in under developed countries.
(b) Discuss about the Health budget and percapital spending on Health and family welfare.

5. (a) Explain the role of Medical Tourism in India.
(b) Discuss the role of Medical Tourism in India.