

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION**

**MBA Hospital Administration (Second year)
ASSIGNMENT QUESTION PAPER 2020-2021**

Answer ALL Questions

Paper - I: HUMAN FACTOR IN HEALTH ORGANIZATIONS

(20 Marks)

1.
 - a. Describe the role of Head of the Department of General Medicine Department in managing his department in a Teaching hospital.
 - b. Describe the steps involved in promotions for a specialist category in a Medical College.
2.
 - a. Describe the strategies and modes of training for a group of Dialysis technicians of a hospital.
 - b. How do you plan and organise training programmes for a group of intensive care Nurses.
3.
 - a. Manages tend to be promoted to their level of Incompetence- Discuss.
 - b. How do you tackle the strike by Paramedic technicians of a Laboratory?
4.
 - a. What are the Incentives you plan for a batch of consultant doctor in a corporate hospital?
 - b. Narrate Manpower Planning steps and strategies for a 500 bedded General Hospital.
5.
 - a. State the processes for career and development strategies front office staff is a Modern City hospital.
 - b. What are HR analytics? How do you utilize for betterment of HRM in your organisation.?

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Paper - II: FINANCIAL MANAGEMENT IN HOSPITAL

(20 Marks)

1.
 - a. Define Financial Management and explain about objectives of financial management.
 - b. Explain the role of financial manager in an organisation.
2.
 - a. What is Ratio Analysis? Explain various types of ratios used in financial analysis.
 - b. What is Funds Flow Analysis? Differentiate between funds flow statement and cash flow statement.
3.
 - a. Explain in detail about capital budgeting process.
 - b. XYZ company is considering to purchase a machine. The company has two alternative machines.

Particulars	Machine 1	Machine 2
Machine cost	50,000	50,000
List of the machine	4 years	4 years
Cash in flows after tax:		
1	25,000	20,000
2	40,000	45,000
3	25,000	25,000
4	20,000	25,000

The discount factor is 10%. You are required to suggest a particular machine by using net present value method.

4.
 - a. Explain various capital structure theories in practice.
 - b. What is Break Even Analysis? Explain importance and limitations of breakeven point.
5.
 - a. What is Working Capital? What are the factors to be consider to determine working capital in hospital industry?
 - b. What is meant by Inventory? Explain various techniques in inventory management.

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Paper - III: OPERATIONS MANAGEMENT IN HOSPITALS

(20 Marks)

1.
 - a. Enumerate common problems in out patient services and as hospital administrator how will you solve with managerial methods.
 - b. What in EOQ? Discuss in detail.
2.
 - a. What are the factors to be considered for Radiology department layout and describe staffing pattern.
 - b. What are the types of Housekeeping services their cleaning agents and criteria of cleaning agents.
3.
 - a. Briefly describe the principles, objectives and policies of purchasing.
 - b. Describe the functions of CSSD, staffing and operations of 300 bedded General Hospital.
4.
 - a. Describe the process of Equipment Audit and Disposal.
 - b. What are the objectives of Laundry services, types of services and methods of distribution of linen ?
5.
 - a. Functions of Dietary services, staffing and workflow of a 500 bedded General hospital.
 - b. Define Inventory. Discuss about valuation Accounting and Inventory control.

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Paper - IV: MEDICAL AUDIT AND QUALITY MANAGEMENT

(20 Marks)

1.
 - a. Define Medical Audit. Explain types and policy of medical audit.
 - b. TQM practices in Indian Hospitals.
2.
 - a. Explain in detail the barriers of implementing TQM and improvement in a Government Hospital.
 - b. How do you measure Service Quality in a corporate Hospital and in a Institutional Hospital? Discuss.
3.
 - a. Write a note on NABH Certification.
 - b. Quality Assurance, purpose of Quality Assurance, Quality Assurance Committee.
4.
 - a. Quality control in Hospital Laboratory.
 - b. Zoning in operation theatres, policies and procedures in operation theatres.
5.
 - a. Role of Medical Record in Quality Management.
 - b. Explain the role of Government in developing on Accreditation System in Hospitals.

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Paper - V: HOSPITAL SERVICES MARKETING

(20 Marks)

1.
 - a. Explain the nature and scope of Service Marketing in hospital industry.
 - b. Explain in detail about Micro Environmental and Macro Environmental factors.
2.
 - a. Explain about characteristics and implications involved in service marketing.
 - b. Define about Service Marketing Mix in detail.
3.
 - a. Explain about various health care products involved in hospital administration?
 - b. Explain about service developmental process in health care.
4.
 - a. Explain the role of employee in the Service Industry.
 - b. Describe in detail about promotional campaign design.
5.
 - a. Explain about Quality Management in hospitality sector.
 - b. Explain about GAP model and SERVQUAL Model.

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Paper - VI: HEALTH CARE ECONOMICS

(20 Marks)

1.
 - a. Describe the concept of resource allocation and narrate the methods you apply for efficient usage of scarce resources in a hospital setting.
 - b. Discuss the role of TPA in Health Insurance Sector. What are the managerial problems faced by public and extend solutions to mitigate.
2.
 - a. What is marginal analysis? Illustrate with hospital? Health care institution and explain how it affects policy makers decisions.
 - b. Describe how health is produced from market and non market goods.
3.
 - a. Consumer as Health producer. Narrate the salient features as how it is manifested in the community.
 - b. Discuss the preferences of a person spending time for work and at the same time enjoying leisure for health enhancing activities. How an equilibrium can be achieved between wage income and leisure.
4.
 - a. Describe important economic factors affecting business environment.
 - b. Explain the function of private financing of a stand alone network of diagnostic centres in a metropolis city.
5.
 - a. What is supplier induced demand and describe its functioning in the Health Care Sector?
 - b. Describe the Prevalence and Consequences of “Information Asymmetry” in the health economic point of view.