

MBA-177

MSH-15

**M.B.A. DEGREE EXAMINATION –
JUNE, 2018.**

Second Semester

Hospital Administration

STRATEGIC MANAGEMENT IN HEALTH CARE

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Mention the benefits of strategic management in health care.
2. Write a short note on organisational profile.
3. What are the limitations of external environmental analysis?
4. Write a brief note on management subsystem and information subsystem.
5. What do you mean by strategic formulation?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the steps involved in the strategic management process.
7. Explain the tools and techniques used in external environmental analysis.
8. Explain the strategies adopted in malaria eradication.
9. Discuss the strategic management practices followed by WHO.
10. Write a detailed note on the strategies followed in family planning and welfare programmes.
11. Explain the various positional and functional strategies.
12. Explain the environmental issues involved in situational analysis.

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MSH-16

**M.B.A. DEGREE EXAMINATION –
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Second Semester

Hospital Administration

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Mention the objectives of HRM.
2. How to assess the training needs in an organization?
3. What do you mean by compensation?
4. Mention the purpose of performance appraisal in an organization.
5. Write a note on code of conduct.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the various steps involved in selection process.
7. Discuss the difference between training and development.
8. What are the factors deciding compensation of employee? Explain in detail.
9. Discuss in detail 360 degree feedback system.
10. Explain the emerging trends in HRM.
11. Critically examine the uses of a good career development programme.
12. What is management development? Explain the diagnostic steps in developing such programme.

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MSH-17

**M.B.A. DEGREE EXAMINATION –
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Second Semester

Hospital Administration

**HEALTH CARE MARKETING AND PUBLIC
RELATIONS**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. Write a short note on the concept of marketing in healthcare.
2. How to forecast demand in healthcare services?
3. What do you mean by target marketing?
4. What do you mean by service mix decision?
5. Mention the roles and responsibilities of health service PRO.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the consumer adoption process.
 7. Explain the role of sales force in healthcare organizations.
 8. Discuss the sales promotion techniques in healthcare organizations.
 9. Explain the various steps in social marketing.
 10. How to measure images and attitude of the relevant public?
 11. Explain the evolution of public relations.
 12. Describe in detail the steps in segmenting and targeting.
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MBA-180

MSH-18

M.B.A. DEGREE EXAMINATION —
JUNE, 2018.

Second Semester

Hospital Administration

HOSPITAL ACCOUNTING AND FINANCE

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. How payrolls are maintained in the hospitals?
2. How petty cash books are maintained in a hospital?
3. What is meant by statutory audit?
4. What is meant by hospital rate setting?
5. Write in detail about the financial information system and reporting.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. From the following adjustment trial balance you are required to prepare a balance sheet:

| Trial balance | | |
|---|-----------|-----------|
| | DR. (Rs.) | CR. (Rs.) |
| Capital | — | 2,50,000 |
| Cash in hand | 40,000 | — |
| Cash at bank | 30,000 | — |
| Closing stock | 20,000 | — |
| Fixed assets less depreciation (Rs.20,000) | 1,80,000 | — |
| Bills payable | 21,000 | — |
| Sundry debtors | — | 2,000 |
| Sundry creditors | 52,000 | — |
| Liabilities for expenses | — | 25,000 |
| Drawings | — | 10,000 |
| Investments | 12,000 | — |
| P&L A/c | 15,000 | — |
| Bank overdraft | — | 70,000 |
| | — | 13,000 |
| | <hr/> | <hr/> |
| | 3,70,000 | 3,70,000 |

7. A multi speciality hospital furnishes you the following data relating to a year:

| | Period I | Period II |
|------------|----------|-----------|
| | Rs. | Rs. |
| Revenue | 45,000 | 50,000 |
| Total Cost | 40,000 | 43,000 |

Assuming that there is no change in costs and that the fixed expenses are incurred equally in two periods calculate:

- (a) P/V Ratio
 - (b) Fixed expenses
 - (c) Break even point
 - (d) Percentage of Margin of safety.
8. Write short notes on any three
- (a) Fixed Cost and Variable Cost
 - (b) Ratio Analysis, its limitations and Advantages
 - (c) Budgets and Estimates
 - (d) P V Ratio
 - (e) Cash Budget.
9. Discuss the role of finance controller and responsibility accounting.

10. What are the problems of budgeting in hospitals and how to overcome them?
11. Discuss the different methods of fund raising. How do you measure the effectiveness of fundraising?
12. ABC started his hospital business on April 1, 2013 with a capital of Rs.50,000. They did not maintain his books according to double entry system. During the year they introduced fresh capital of Rs.15,000 and withdrew Rs.10,000 for personal use. On March 31, 2014, the assets and liabilities were as follows;
Total creditors Rs.90,000;
Total debtors Rs.1,25,600;
Stock Rs.24,750;
Cash at bank Rs.24,980.
Calculate profit or loss made by ABC during the first year of his business using the statement of affairs method.