

MBA-178

MSH-17

**M.B.A. DEGREE EXAMINATION
JUNE 2019.**

Second Semester

Hospital Administration

**HEALTHCARE MARKETING AND PUBLIC
RELATIONS**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

1. What is meant by marketing intelligence? Explain in detail.
2. Define the term consumer analysis. Why is it important?
3. Discuss characteristics of services.
4. What is a service mix decision?
5. Explain the concept of public relations.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions

6. Discuss the significance of marketing to healthcare organizations.
7. Explain the various methods for forecasting market demand.
8. Write a detailed note on market segmentation and targeting.
9. Discuss the pricing objectives in the healthcare sector.
10. Explain the steps in social marketing.
11. How to develop cost effective public relations strategies?
12. Elaborate the changing role and responsibilities of a Public Relation Officer (PRO) in the health service sector.

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MSH-18

**M.B.A. DEGREE EXAMINATION –
JUNE, 2019.**

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. Explain the advantages of double entry book keeping system.
2. How petty cash books are maintained in a hospital?
3. What is meant by investment accounting?
4. How an operating budget is prepared in a hospital?
5. How financial performance is measured in a hospital?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. “Accounting is the Language of Business.” Explain it and explain any four Concepts of Accounting.
7. ‘AB Hospital Ltd. furnishes you the following data relating to a year :

Particulars	I half	II half
Sales	45,000	50,000
Total Cost	40,000	43,000

Calculate :

- (a) P/V Ratio
 - (b) Fixed Expenses
 - (c) B.E.P. Sales
 - (d) Profit on Sales of Rs. 70,000.
8. Explain the advantages and disadvantages of cost volume profit analysis in a hospital.
 9. What are the tools used for financial statement analysis in a hospital?

10. From the following trial balance, prepare a profit and loss account.

Particulars	Dr. Rs.	Cr. Rs.
1 Opening stock	64,000	
2 Purchases	460,000	
3 Returns inwards	50,000	
4 Carriage inwards	16,000	
5 Salaries	96,000	
6 Carriage outwards	10,000	
7 Rent	72,000	
8 Discount allowed	8,000	
9 Sundry debtors	240,000	
10 Plant and Machinery	360,000	
11 Furniture	60,000	
12 Drawings	18,000	
13 Sundry creditors		350,000
14 Returns outwards		36,000
15 Sales		740,000
16 Capital		328,000
	<u>1,454,000</u>	<u>1,454,000</u>

The closing stock is valued at Rs. 1,26,000.

11. Explain the role of finance controller in a hospital.
 12. Discuss the different methods of fund raising. How do you measure the effectiveness of fundraising?
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MSH-19

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

Hospital Administration

HOSPITAL MATERIALS MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. What are the goals and objectives of materials management in a hospital?
2. What is a purchase cycle?
3. Mention the steps in equipment audit.
4. How materials are stored in a hospital?
5. What are the objectives of codification and standardization?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Discuss the functions of a material manager.
 7. Elaborate the various issues and problems in a hospital.
 8. What are the objectives and elements of purchasing?
 9. Explain the purchase procedure of a hospital in detail.
 10. Elaborate the planning and selection of an equipment in hospitals.
 11. How materials are inspected and verified in a hospital? Explain in detail.
 12. Discuss the significance and benefits of codification and standardization in a hospital.
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