

SCHOOL OF DISTANCE EDUCATION: ANDHRA UNIVERSITY
MBA (HOSPITAL ADMINISTRATION)
I YEAR ASSIGNMENT QUESTION PAPERS FOR 2013-14

PAPER I: MANAGEMENT PROCESS AND BEHAVIOUR

Answer all the questions.

All questions carry equal marks.

(5 x 6 = 30 marks)

- 1. Do you support the view that every business manager has to perform certain social responsibilities? Substantiate your reasoning.**
- 2. Explain the concept of 'Decision Tree Analysis' and also discuss its role in making decisions under conditions of uncertainty.**
- 3. What are the causes for change in an organisation? Also specify the problems that are associated with the process of change and steps to overcome it.**
- 4. Explain any three theories of motivation of your choice and discuss their relevance to the contemporary times.**
- 5. a) Line vs. Staff conflict
b) Steps involved in planning**

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PAPER II - ACCOUNTING FOR DECISION MAKING

Answer all the questions.

All questions carry equal marks.

(5 x 6 = 30 marks)

- 1. Explain the guiding principles of Double Entry Book-keeping system.**
- 2. Discuss the need for preparing balance sheet and also present a proforma balance sheet with hypothetical data.**
- 3. What is a cost sheet? Show the preparation of a cost sheet with hypothetical information.**
- 4. What do you mean by 'Trial Balance' and also discuss the errors which are not disclosed by it.**
- 5. While explaining the basic features of 'Performance Budgeting', examine its relevance to the present corporate business world.**

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PAPER III: MANAGEMENT OF OUT-PATIENT DEPARTMENT

Answer all the questions.

All questions carry equal marks.

(5 x 6 = 30 marks)

1. a) Discuss the evolution of Out-Patient Department.
b) Mention any Five surgical emergencies. Write in detail about any ONE of them.
2. Thoroughly discuss the managerial issues that are associated with the Emergency Department.
3. Mention any FIVE major challenges you may face in the Out-Patient Department. Give solutions.
4. a) What is a 'Medico Legal Case'? Explain in detail you deal with such cases.

b) Write briefly on the Radiology and Imaging Services in an Out-Patient Department.
5. a) Mention few important uses of 'Blood Bank' in an Out-Patient Department. Write in detail about any two of them.

b) Explain the relationship between Ambulance services and the Out-Patient Department.

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Paper IV- PATIENT-CARE AND BEHAVIOUR

Answer all the questions.

All questions carry equal marks.

(5 x 6 = 30 marks)

- 1. "A good communication between the Patient and Doctor is essential for smooth running of a hospital". Discuss.**
- 2. a) What is professional misconduct?
b) 'Nursing care is important to gain patient satisfaction'. Comment.**
- 3. List out the action steps for understanding patient expectations. Elaborate on any one of them.**
- 4. Discuss the Medical examination of alleged victims of Rape. What is the important evidence you look for.**
- 5. Project your plans for an independent PR Department for a 400 bed, public sector hospital.**

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PAPER V – HEALTH SYSTEM MANAGEMENT

Answer all the questions.

All questions carry equal marks.

- 1. Discuss in detail how important are medical ethics today.**
- 2. Mention the levels of Health care. Write in detail about any one of them.**
- 3. Compare and contrast in detail between the private and government health care providers.**
- 4. a) What do you understand by Multiple Pyramid of a Hospital Organisation?**

b) Draw an Organisation chart in general for a large hospital.
- 5. Elaborately discuss the salient provisions of Consumer Protection Act 1986 with reference to Health Care Providers.**

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**PAPER VI -MANAGEMENT OF INFORMATION SYSTEMS IN
HOSPITALS**

Answer All the questions
All questions carry equal marks.

Max. Marks: 30

- 1. Briefly discuss the importance of Information Systems in hospitals.**
- 2. Maintenance of confidentiality and professional secrecy is a prerogative of computerised information systems. Discuss.**
- 3. Explain the value and importance of Medical Records in Government Hospitals.**
- 4. a) What do you understand by 'OPTICAL SCANNING'?**

b) What is the 'Declaration of Alma Ata'? Write few policy decisions made.
- 5. What do you mean by the term Ecology of Health'? Discuss the community responsibility in this regard.**

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MBA (HOSPITAL ADMINISTRATION)

**II YEAR ASSIGNMENT QUESTION PAPERS
FOR THE ACADEMIC YEAR 2013-2014**

PAPER - I : HUMAN FACTOR IN HEALTH ORGANIZATIONS

**Answer All the questions
All Questions carry equal marks**

Max. Marks: 30

- 1. Discuss the importance of HRM in Health Care Sector. What are the challenges faced by HR Professionals in Health Care Sector?**
- 2. Describe the importance of Human Resource Planning. What role does it play in Health Care Sector?**
- 3. How do you evaluate the performance of employees in Health Care Sector? Discuss.**
- 4. Discuss the need for training. Describe the different methods of training in Health Care Sector.**
- 5. "Unionism has made inroads into Health Care Sector too". Discuss.**

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PAPER – II : FINANCIAL MANAGEMENT IN HOSPITALS

Answer All the questions :

Max. Marks : 30

All Questions carry equal marks :

1. Define Financial Management. Discuss the objectives, nature and scope of financial management in Hospital Industry.
2. What is Funds Flow Statement? Explain the steps involved in its preparation. Also distinguish between Funds Flow and Cash Flow.
3. What is Ratio Analysis? Explain different types of ratios and their usefulness to hospital industry.
4. What are capital budgeting techniques? Explain different techniques and state how decisions are taken using them in a 100 bedded corporate hospital.
5. Explain the following:
 - a) Cost of Capital
 - b) Dividend policies and decisions
 - c) Working capital management

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PAPER - III : OPERATIONS MANAGEMENT IN HOSPITALS

Answer All the questions :

Max. Marks : 30

All Questions carry equal marks :

1. a) An overall and thorough knowledge of the hospital structure and various services available is mandatory for the front office associates". Elaborate.

b) What is CSSD? Describe the space requirements (approximately) in a multi-speciality hospital with 300 beds.
2. a) What do you understand by 'DAYCARE'? Discuss its importance and utility.
b) Describe the objectives of Materials Management in a corporate hospital.
3. a) Describe the basic and important functions of House-keeping Department in a major government hospital.

b) Discuss the meaning and functions of inventory control.
4. a) Discuss the management of stores. Explain the various functions of stores.

b) What is an autoclave? Discuss its usage in a major hospital.
5. a) What do you understand by Equipment Manual? Discuss its uses in a multi-speciality hospital.

b) Mention any Five super-speciality medical services in a private sector hospital. Write in detail about any two of them.

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MBA (HOSPITAL ADMINISTRATION)

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PAPER - IV : MEDICAL AUDIT AND QUALITY MANAGEMENT

Answer All the questions :

Max. Marks : 30

All Questions carry equal marks :

1. An efficient and effective Medical Audit needs the support of Medical Record System." Critically analyse.
2. Discuss the role of 'medical audit' in a Government General Hospital.
3. What are the dimensions of Total Quality Management in Health Care Systems?
4. Write briefly the criteria for evaluation of quality services in Front Office and in-Patient Wards.
5. a)How does quality in food and beverages influence the patient care?
b) Discuss the quality of process in a Blood Bank Services in a Government Hospital.

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PAPER - V : HOSPITAL SERVICES MARKETING

Answer All the questions :

Max. Marks : 30

All Questions carry equal marks :

- 1. Explain in detail the factors that influence consumer behaviour and how do you differentiate them in services from goods.**
- 2. While describing the importance of pricing policies in providing quality health care practices , examine the pricing policies and strategies of any corporate hospital .**
- 3. Do you subscribe to the view that marketing of services deserves special strategies when compared to marketing of goods? Substantiate your reasoning.**
- 4. Identify and discuss in detail the responsible factors that govern the expected quality of the patients in hospitals.**
- 5. Define the concept of promotional mix and examine its relevance to the health-care industry. Also devise a suitable promotional mix for a 100 bedded corporate hospital.**

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MBA (HOSPITAL ADMINISTRATION)

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PAPER - VI : HEALTH CARE ECONOMICS

Answer All the questions :

Max. Marks : 30

All Questions carry equal marks :

1. What is Demand Forecasting? Also discuss its relevance in health care industry..
2. Explain the different cost concepts and also examine their utility in analyzing costs in hospital organizations.
3. It is felt by many that the provisions of monetary and fiscal policies of the government have their bearing impact on the effectiveness of management of corporate hospitals. Do you agree? Give reasons.
4. Explain the concept of Medical Tourism. Throw much light on the prospects and challenges in attracting foreign patients in India in the light of policy of the new government at the Centre.
5. Much has been said than done by both the Central and State Governments in initiating steps to improve quality in health care services during the last two Five Year Plans. Comment.