

M.B.A. DEGREE EXAMINATION, MAY - 2015

First Year

HOSPITAL ADMINISTRATION

Paper – I : Management Process & Organisational Behaviour

Time : 03 Hours

Maximum Marks : 75

SECTION-A

(3 x 5 = 15)

Answer Any Three of the following

- 1) a) Concept of management.
b) Informal organisation.
c) Networking.
d) Attitude.
e) Organisational culture
f) Gang boss.

SECTION-B

(3 x 15 = 45)

Answer Any Three of the following

- 2) Critically examine systems approach to management.
3) How do you motivate hospital staff?
4) What are the essentials of an effective control system?
5) Bring out four systems of leadership management.
6) State the indicators of organisational behaviour.
7) Why do employees resist organisational change?

(Compulsory)

- 8) At IBM, we strive to lead in the creation, development, and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices, and microelectronics. We translate these advanced technologies into value for our customers through our professional solutions and services businesses worldwide. Louis Gerstner, Jr., serves as Chairman and CEO of IBM. The following are excerpts from his Letter to Shareholders in IBM's 1999 Annual Report. The fact is, 1999 was the year e-business and the global Internet economy came of age. It was a tidal wave, sweeping everything before it, driving new levels of megamerger activity, carrying thousands of entirely new businesses to unprecedented levels of wealth (much of it probably unsustainable), submerging almost as many others, and rearranging the landscape of commerce.

One conservative estimate is that the e-business opportunity will approach \$600 billion by 2003, and it could well be even larger than that. While the overall information technology (I/T) industry grows at around 11 percent, the e-business portion is growing much faster—around 22 percent. We know how open the field is and how huge the stakes are. It's tough to be fast, focused and feel a sense of discomfort in a period of explosive change. But that's what we have to do. As the race begins, these are our top three goals:

A hyperdynamic marketplace such as we see today values trajectory – that is, the potential for growth – more than current market position. That's good for IBM, because we're entering a period of explosive demand for everything we have – hardware, software, services, component technology, expertise – the whole portfolio. There's no question the opportunity is there, but thus far we haven't captured our rightful share across all segments. We will continue to shift our portfolio towards the highest-growth e-business opportunities. In this regard, we passed an important milestone last year. Our three major growth engines – services, software, and component (OEM) technology – now provide more than half (in fact, nearly 60 percent) of IBM's revenue. Conversely, we are exiting businesses where we can't achieve our growth objectives, or where partnership is the preferred strategy. That's why we formed a networking solutions alliance with Cisco Systems last year. And it's why we scaled back our enterprise application software efforts

in 1999, instead partnering with leading software developers like Siebel Systems, i2 Technologies, SAP, and Telcordia Technologies.

By innovation I don't just mean technology – though of course I mean, that, too. With our seventh straight year of patent leadership and another record total (2,756 U.S. patents in 1999), IBM's position as the world's premier commercial center of technology innovation is unchallenged. We will continue to invest in that. We will also continue to speed those innovations – such as copper chips and record-setting hard disk drives – into products (our own, and those of our customers). And we'll continue taking on “grand challenges” that bring technology breakthroughs to bear on previously intractable problems. For example, in December 1999, IBM Research announced a \$100 million push to build a supercomputer named “Blue Gene” – 500 times more powerful than today's fastest computers – that initially will be used to model the mysterious folding of human proteins.

But innovation at IBM has never been about technology alone, or for its own sake. Especially now, when the competitive environment demands that we create radically new ways in which we go to market, attract new employees, and structure relationships with customers and partners. For instance, we have stepped up our efforts to reach out to Internet startups – through novel incubator programs and more than \$700 million in planned start-up financing and venture capital investments. We form relationships with dotcoms while they're still in the incubator, so we can help them make technology decisions before they launch. Just as important, we get to see beyond the current technology horizon, understand the trends, and deploy that learning directly in IBM. (And, by the way, we've already seen a tidy return on our investments.)

What will “IBM” mean to customers, potential customers and employees, and the public at large in the years ahead? Our brand used to be touched and our company experienced primarily through our products. But going forward, a smaller percentage of our customers will buy an item with “IBM” stamped on it. Instead, when they experience the benefits of our innovative technology, much of it will be inside other companies' branded products, or at work behind the scenes in the computing infrastructure of the Net.

Even more important, they'll experience IBM in the person of another human being. Sometimes within the next five years, more than half of our revenues and workforce will

come from services. This will mean that, very soon, revered IBM brand attributes like quality, reliability, and innovation will primarily be descriptions of IBM people – their knowledge, ideas, and behaviour – just as today they describe IBM ThinkPads, servers, and software.

Questions:

- a) What strengths, weaknesses, opportunities, and threats are suggested in Louis Gerstner's comments?;
- b) What corporate-level strategies are illustrated in his statements? ; and
- c) Are the stated goals of IBM consistent with its stated mission?

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M.B.A. DEGREE EXAMINATION, MAY - 2015

First Year

HOSPITAL ADMINISTRATION

Paper – II : Marketing Management and Marketing of Services

Time : 03 Hours

Maximum Marks : 75

SECTION-A

(3 x 5 = 15)

Answer Any Three of the following

- 1) a) 3 Ps of service marketing.
b) WOM
c) Concept of CRM.
d) Demand based pricing.
e) NABH
f) Internet medicine.

SECTION-B

(3 x 15 = 45)

Answer Any Three of the following

- 2) What are the distinctive nature of services marketing?
3) State the quality of service dimension.
4) Explain the factors that influence CRM.
5) Elucidate the pricing strategies of hospitals.
6) Explain the working of quality council of India.
7) Give an account of referral doctor system.

SECTION-C

(15)

(Compulsory)

- 8) Kid wear is manufacturing kids' clothes/garments and is situated in Hyderabad. It was started in 1985 with Rs. 50000. Today, it has become a medium-sized unit employing 80 workers and 15 salesmen with a sales manager who directly reports to the owner. The annual turnover has crossed Rs. 70 lakh. The company is planning to start another plant in Tirupati. Ramu, the sales manager for the first time toured Tirupati and met the customers, present and prospective. His objective was to find the response, which was lukewarm, because most of the customers present said they were not very happy with the salesman's approach and attitude. They said that their requests were not paid attention and some were even rude, and this was the first time they could talk to Ravi. Hearing this, Ravi called for a meeting of salesmen. On enquiring about the feedback from customers, all of them were silent. One of the young salesman, Amaresh who had been performing very well responded 'We do our job- that's all'.

Questions:

- a) What is the problem with the salesmen? ;
- b) Do you think that Ramu was being an effective sales manager? ; and
- c) Suggest ways of evolving better sales force.

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HOSPITAL ADMINISTRATION

Paper – III : Introduction to Computers and MIS

Time : 03 Hours

Maximum Marks : 75

SECTION-A

(3 x 5 = 15)

Answer Any Three of the following

- 1) a) Headers.
- b) Recycle bin.
- c) Main memory.
- d) Graph objects.
- e) IRM
- f) Query language.

SECTION-B

(3 x 15 = 45)

Answer Any Three questions

- 2) Classify computers and state their components.
- 3) Bring out the basics of MS Word.
- 4) Give an account of relational data bases.
- 5) Enumerate the conceptual foundations of information systems.
- 6) What are the considerations in designing on line and distributed environment.
- 7) Describe the implementation and trend of DBMS.

SECTION-C

(15)

(Compulsory)

- 8) Suppose you are diagnosing automobile engines using a system having a frame type of architecture similar to P/P. Show how a trigger condition might be satisfied for the distributor ignition system when it is learned that the spark at all spark plugs is weak.

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HOSPITAL ADMINISTRATION

Paper - IV: Health Care and Operations Management

Time : 03 Hours

Maximum Marks : 75

SECTION-A

(3 x 5 = 15)

Answer Any Three of the following

- 1) a) Features of drug policy.
b) Front office.
c) Service facility layout
d) Time study.
e) Quality control.
f) Maintenance planning.

SECTION-B

(3 x 15 = 45)

Answer Any Three questions

- 2) Review the health care sector in India.
3) Explain the role of computers in hospital operations management.
4) What are the steps involved in the selection of location of hospital?
5) How do you measure productivity in hospitals?
6) Describe the maintenance and monitoring of bio-medical equipment.
7) Bring out the application of bio-medical engineering in hospital environment.

SECTION-C

(15)

(Compulsory)

- 8) Consider the following data on locating a new facility which has to serve 5 different existing facilities. The coordinates of the existing facilities are (30, 20), (40, 50), (30, 30), (15, 30) and (20, 40). The number of tons of material transported per year from the new facility to each of the existing facilities is given below. Find the optimal X and Y coordinates of the new facility.

	Existing Facility				
	1	2	3	4	5
New Facility	1000	980	1500	2000	1750

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Paper – V : Hospital Planning & Engineering

Time : 03 Hours

Maximum Marks : 75

SECTION-A

(3 x 5 = 15)

Answer Any Three of the following

- 1) a) Assets in hospitals.
b) Occupancy rate.
c) Bed distribution.
d) Accreditation of hospitals.
e) General medicine.
f) Dietary service.

SECTION-B

(3 x 15 = 45)

Answer Any Three questions

- 2) How are the finances of Indian hospitals?
- 3) Explain the facilities and services available in hospitals.
- 4) Bring out the constitution of modern hospital.
- 5) Describe the role of architect in the construction of hospital.
- 6) Discuss the code of ethics prescribed for hospital.
- 7) Give an account of mortuary services.

SECTION-C

(15)

(Compulsory)

8) Mr Z, an NRI approached you to construct a super speciality hospital in Tirupati with all the recent and modern facilities and services. Assuming yourself as a consultant, draw a blue print to cover the following:

- a) Office
- b) Surgery
- c) Transportation
- d) Operation theatre
- e) Radiology;
- f) Psychiatry; etc dept.

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HOSPITAL ADMINISTRATION

Paper – VI : Hospital Economics & Financial Management

Time : 03 Hours

Maximum Marks : 75

SECTION-A

(3 x 5 = 15)

Answer Any Three of the following

- 1) a) Supply of health services.
- b) Health market.
- c) Optimum capital structure.
- d) Stock dividend.
- e) Working capital gap.
- f) Wealth maximisation.

SECTION-B

(3 x 15 = 45)

Answer Any Three of the following

- 2) State the properties of indifference curve analysis.
- 3) How is price determined under monopoly.
- 4) What are the techniques of financial analysis?
- 5) Explain the sources of long term funds.
- 6) Elucidate the merits and demerits of IRR.
- 7) How do you manage working capital?

SECTION-C

(15)

(Compulsory)

- 8) A company expects to have Rs. 25,000 in bank on 1st May, 2002 and requires you to prepare an estimate of cash position during three months – May, June and July 2002.

The following information is supplied:

Month	Sales	Purchase	Wages	Office expenses	Factory expenses	Selling expenses
	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
March	50,000	30,000	6,000	4,000	5,000	3,000
April	56,000	32,000	6,500	4,000	5,500	3,000
May	60,000	35,000	7,000	4,000	6,000	3,500
June	80,000	40,000	9,000	4,000	7,500	4,500
July	90,000	40,000	9,500	4,000	8,000	4,500

Other information:

- a) 20% sales are in cash, remaining amount is collected in the month following that of sales.
- b) Suppliers supply goods at two months credit.
- c) Wages and all other expenses are paid in the month following the one in which they are incurred.
- d) The company pays dividend to shareholders and bonus to workers of Rs. 10,000 and Rs. 15,000 respectively in the month of May.
- e) Plant has been ordered and is expected to be received in June. It will cost Rs. 25,000 payable in July.

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Paper - VII : Medical Terminology & Records

Time : 3 Hours

Maximum Marks: 75

SECTION - A

(3×5 =15)

Answer any Three of the following

- 1) a) Tertiary health care.
b) Pharmacopia.
c) Psychiatric service.
d) Intensive care.
e) Infection control.
f) Medico legal records.

SECTION - B

(3×15 =45)

Answer any Three questions

- 2) Explain different kinds of medicine.
3) Give an account of preventive and curative medical care.
4) What are the terms used in Pathology?
5) Enumerate the coronary care services available in hospitals.
6) Elucidate the records maintained in housekeeping and engineering sections.
7) What are the records maintained in operation theatres?

SECTION - C

(15)

(Compulsory)

- 8) The Krishna university has established a health centre for employees and students. It would like to have operation theatre, pathology, pediatric, gynecology, and dermatology departments. The strength of students is 1000 and staff 50. As an architect, draw a blue print for it. Keeping in view the significance of these, list out the considerations.



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HOSPITAL ADMINISTRATION

Paper - VIII : Managing Hospitals - I

Time : 3 Hours

Maximum Marks: 75

SECTION - A

(3×5 =15)

Answer any Three of the following

- 1) a) Location of linen.
b) Important areas of house keeping.
c) Balance food.
d) Pharmacy manager.
e) Security officer.
f) Hospital support service.

SECTION - B

(3×15 =45)

Answer any Three of the following

- 2) What are the functions of house-keeping dept?
3) Explain the process involved in laundry.
4) Give an account of various kinds of food served in hospitals.
5) State the role of pharmacy manager.
6) Describe the significance of security services.
7) Discuss the techniques employed in the management of drugs.

SECTION - C

(15)

(Compulsory)

- 8) Assume you are a consultant for designing a speciality hospital. You have to prepare blue print for several facilities such as laundry, security, food, house keeping, pharmacy etc. What are the factors that should be kept in mind while designing layout?

