GUIDELINES FOR ANSWERING ASSIGNMENTS

1. Assignments constitute the continuous evaluation which carry a weightage of 20 percent in each subject paper in 1st year and 30 per cent in case of Second and Third Year of MBA Hospital Administration.

2. The Main purpose of assignment is to test the students comprehension of the course material sent to him and also in helping him in getting through the courses. The answers should be complete in all respects. Incomplete answers bring poor marks. The assignments are to be submitted to the Director, School of Distance Education, Andhra University before the due date. It is desirable that the students should retain a copy of all assignment responses which he/she submits.

3. Answering Assignments: While Answering Assignments:
   (a) A Student should read the assignment carefully and follow the specific instructions, if any.
   (b) He / She has to study thoroughly the units on which assignments are based.
   (c) He / She should note down relevant points of answers; rearrange those points in a logical order and draw a rough outline of answer. The answer should be logical, cohesive and it should have clear connections between sentences and paragraphs. The answer should cover the main points of the question. While solving case questions, proper format should be used.
   (d) Each Assignment is to be answered and submitted separately in a booklet form using A4 size papers providing clear cut margins and sufficient space in between each answer. On the top of the first page of each assignment the required information be furnished invariably in the format given below:
   (e) The responses should be in candidate’s own handwriting. Print or typed answers will not be accepted. After receiving the assignments from the candidate, the Office of the School of Distance Education will arrange to send acknowledgement thereon.

4. The top of the first page of each assignment should consist of the following information:

1. Regd. No. : _________________________
2. Academic Year : _________________________
3. Title of the Subject Paper : _________________________
4. Signature : _________________________
5. Date : _________________________
6. Name and Address: : _________________________
PAPER – I: MANAGEMENT PROCESS AND BEHAVIOUR

Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. a) Describe the functions of Managers.
b) Give a brief account of the principles of management propounded by Henry Fayol.

2. a) What is MBO? How do you implement it in an organization?
b) Compare and contrast Maslow’s and Herberg’s theories of motivation.

3. a) List out the salient features of Theory X, Theory Y and Theory Z.
b) Explain in detail the concept of Organizational Effectiveness.

4. a) What is Span of Control?
b) What is organizational culture? Explain factors that influence organizational culture.

5. a) What is Transaction Analysis?
b) Discuss the role of Decision Tree Analysis in making decisions under conditions of uncertainty.

PAPER – II: ACCOUNTING FOR DECISION MAKING

Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. a) Explain the Generally Accepted Accounting Principles.
b) Discuss the relationship among the accounting process, accounting information, decision makers and economic activities.

2. a) Explain the rules of Double Entry Book-keeping System.
b) List out the steps that are involved in the construction of P & L Account.

3. a) What is ‘Proforma of Cost Sheet’?
b) What is Zero base budgeting and what are its advantages?

4. a) What are the basic principles of Cost Accounting?
b) Explain the items that are to be reported in trading account.

5. a) What is Break-even Analysis and also explain its assumptions.
b) What are the differences between Standard Costing and Budgetary Control?
PAPER III - MANAGEMENT OF OUT-PATIENT DEPARTMENT

Answer all the Questions
All Questions Carry Equal Marks
(5 x 4 = 20 Marks)

1. Write briefly on the historical origin and present development of Out-Patient Department.
2. Discuss the role and limitations of managing a Blood Bank in the Out-Patient Department.
3. Discuss the management of Medico Legal Cases in the casualty and emergency OT.
4. Discuss the role and importance of the Imageology (Radiology) Department in the Out-Patient Department, including emergency.
5. Discuss the importance of maintaining checklists in the casualty and emergency operation theatre.

PAPER IV - PATIENT CARE AND BEHAVIOUR

Answer all the Questions
All Questions Carry Equal Marks
(5 x 4 = 20 Marks)

1. Discuss briefly how you would manage a hostile patient and the hostile attendants.
2. What do you understand by Information Search Process.
3. How best do you fulfill your obligations to your patients, as a Hospital Administrator?
4. Patient Counseling’ is one of the major tasks for a Hospital Administrator. Discuss.
5. Mention briefly the major legal responsibilities of a Hospital Administrator. Write in detail about any two of them.
PAPER V – HEALTH SYSTEM MANAGEMENT
Answer all the Questions
All Questions Carry Equal Marks
(5 x 4 = 20 Marks)

1. Discuss the status of Private Health Care Sector in our country.
3. In-service training and education is a must for improving the quality health care’. Critically analyze.
4. Discuss the responsibilities of a Hospital Administrator in the implementation of the Consumer Protection Act 1986.
5. Write a detailed account on ‘the attitude and behaviour of all patient care providers’ and its influence on patient satisfaction.

PAPER VI – MANAGEMENT OF INFORMATION SYSTEMS IN HOSPITALS
Answer all the Questions
All Questions Carry Equal Marks
(5 x 4 = 20 Marks)

1. Write in detail about ‘Declaration of ALMA ATA? Discuss few of the policy decisions made.
2. Critically analyze the status of ‘documentation and medical record maintenance’ in a Government teaching hospital.
3. What do you understand by Professional Secrecy? What is its status now in the present scenario?
4. Discuss the role and responsibility of a Hospital Administrator in the management of information systems in a corporate hospital.
5. What do you understand by the term Ecology of Health? Discuss in detail the responsibilities and the role of the community.
PAPER – I : HUMAN FACTOR IN HEALTH ORGANIZATIONS

Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. What are the principles of Wage Administration and also discuss how far these principles are considered in fixing wages to Hospital Personnel?
2. Discuss the importance of HR Planning in Hospital Administration.
3. Explain the concept of Performance Appraisal. Analyze the techniques that are employed in a 100-bedded Corporate Hospital of your choice regarding performance appraisal.
4. Do you agree with the view that the scope of HRM activities in Hospitals is different from other organizations? Substantiate your argument with reasoning.
5. ‘Growing incidents of unionism among medical and para-medical staff stands in the way of offering quality medical services in India’. Comment.

PAPER – II : FINANCIAL MANAGEMENT IN HOSPITALS

Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. What are the functions of a Finance Manager in Hospital Industry? Explain.
2. What is a dividend policy? Explain different types of dividend practices following in Hospital Industry.
3. Explain the capital budgeting process in starting up of Nursing Home? What are the various techniques of evaluating capital expenditure projects in Hospital Industry and which technique you support and why? Explain.
4. What are the various working capital needs of a Government Hospital? What factors do you consider to plan or determine the working capital needs of a Government Hospital? Discuss.
PAPER III - OPERATIONS MANAGEMENT
Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. Discuss the importance and utility of a ‘Day Care Unit’ in a metro hospital of a 500 bed capacity.
2. ‘Front Office in a hospital plays an important role in obtaining the Patient Satisfaction’. Discuss.
3. What do you understand by Inventory control? Discuss its relevance in the Pharmacy of a multi-specialty hospital.
4. Define plant layout. Explain five factors that may influence the lay out.
5. Describe Work Sampling.

PAPER IV - MEDICAL AUDIT AND QUALITY MANAGEMENT
Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. Discuss the origin and development of Medical Audit.
2. Describe the structure and methodology adopted for Medical Audit in a 300 bedded multi-specialty hospital.
3. What are the types of Audit in Hospitals? Write in detail about any three of them.
4. Mention the important criteria for the evaluation of quality and excellence in the in-patient services of a 500 bedded multi-specialty hospital.
5. Discuss the relationship between patient satisfaction and the medical audit.
PAPER - V : HOSPITAL SERVICES MARKETING

Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. Explain the concept of services marketing and also discuss its significance in Hospital Administration.
2. What are the determinants of Consumer Behaviour and how they differ in case of services over goods?
3. Discuss in detail the factors that influence the expected quality of the patients in hospitals.
4. Select a 100-bedded hospital of your choice and analyze its pricing policies and strategies.
5. How do you go about designing promotional campaign of hospital services for a 300 bedded Corporate Hospital.

PAPER - VI : HEALTH CARE ECONOMICS

Answer ALL Questions
All Questions carry equal marks (5 x 4 = 20 Marks)

1. What is Demand Forecasting? Also discuss the different methods of demand forecasting for a existing as well as new products.
2. Explain the different cost concepts that are relevant to analyze costs in hospital organizations.
3. Discuss how the monetary and fiscal policies of the government influence the management of corporate hospitals.
4. Critically review the role of both Central and State Governments in promoting health care services during planning era.
5. What is Medical Tourism? Review the facilities available for foreign patients in India.
PAPER – I : HOSPITAL WASTE MANAGEMENT

Answer ALL Questions
All Questions carry equal marks (5 x 6 = 30 Marks)

1. Explain the role of Hospital Infection Control Committee in a Large Public Sector, multi-specialty hospital.
2. Mention any five important ‘Universal Precautions’ and write in detail about any Two of them.
3. Do you recommend Deep Burial under the existing space constraints? Suggest few alternatives.
4. Mention any Five important stages of Bio-medical waste management. Write in detail about any Two of them.
5. What is Environmental and Forests Act 1986? Discuss the relevant provisions of this Act with reference to the Management of Hospital Wastes.

PAPER – II : RISK AND DISASTER MANAGEMENT

Answer ALL Questions
All Questions carry equal marks (5 x 6 = 30 Marks)

1. Explain the need for a ‘Disaster Manual’, for a 500 bedded Corporate Hospital. Discuss the salient features of Disaster Manual.
2. Enumerate the role and importance of ‘Health Care Services’ in an earth quake affected disaster.
3. Discuss briefly the contents of a Disaster plan.
4. Discuss in detail the salient /important features of a Fire Safety programming for a 300 bedded multi-specialty hospital.
5. Discuss the role of a Hospital Administrator in the prevention of fire accidents in his / her hospital.
1. ‘The Medical Council of India’ is the professional regulatory authority in India. Discuss.

2. Training and Education of all concerned on legal and ethical issues shall be mandatory. As a Hospital Administrator, how do you plan such activity in your hospital?

3. Mention at least TEN penal codes that the Emergency/Casualty associates should be aware of. Write in detail about any three of them.

4. Write in detail about the Andhra Pradesh Private Medical Care Establishments (Registration and Regulation) Act, 2002.

5. What do you understand by ‘Medical Ethics’ and why is it required.

**PAPER – IV : OPERATIONS RESEARCH**

Answer ALL Questions
All Questions carry equal marks (5 x 6 = 30 Marks)


2. A calculator company produces a scientific calculator and a graphing calculator. Long-term projections indicate an expected demand of at least 100 scientific and 80 graphing calculators each day. Because of limitations on production capacity, no more than 200 scientific and 170 graphing calculators can be made daily. To satisfy a shipping contract, a total of at least 200 calculators must be shipped each day. If each scientific calculator sold results in a $2 loss, but each graphing calculator produces a $5 profit, how many of each type should be made daily to maximize net profits?

3. The following example was used in Chapter 6 of the text to demonstrate the formulation of the transportation model. Wheat is harvested in the Midwest and stored in grain elevators in three different cities—Kansas City, Omaha, and Des Moines. These grain elevators supply three flour mills, located in Chicago, St. Louis, and Cincinnati. Grain is shipped to the mills in railroad cars, each of which is
capable of holding one ton of wheat. Each grain elevator is able to supply the following number of tons (i.e., railroad cars) of wheat to the mills on a monthly basis and each mill demands the following number of tons of wheat per month.

<table>
<thead>
<tr>
<th>Grain Elevator</th>
<th>Supply</th>
<th>Mill</th>
<th>Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas City</td>
<td>150</td>
<td>Chicago</td>
<td>200</td>
</tr>
<tr>
<td>Omaha</td>
<td>175</td>
<td>St. Louis</td>
<td>100</td>
</tr>
<tr>
<td>Des Moines</td>
<td>275</td>
<td>Cincinnati</td>
<td>300</td>
</tr>
</tbody>
</table>

B-2 Module B Transportation and Assignment Solution Methods
The cost of transporting one ton of wheat from each grain elevator (source) to each mill (destination) differs according to the distance and rail system. These costs are shown in the following table.

<table>
<thead>
<tr>
<th>Grain Elevator</th>
<th>Mill</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Chicago</td>
</tr>
<tr>
<td>Kansas City</td>
<td>6</td>
</tr>
<tr>
<td>Omaha</td>
<td>7</td>
</tr>
<tr>
<td>Des Moines</td>
<td>4</td>
</tr>
</tbody>
</table>

4. The following table gives the relationship between various activities with their expected times.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Predecessor</th>
<th>Expected time</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Select Office Site</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>B</td>
<td>Create Organizational and Financial Plan</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>C</td>
<td>Determine Personnel Requirements</td>
<td>B</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>Design Facility</td>
<td>A,C</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>Construct Interior</td>
<td>D</td>
<td>8</td>
</tr>
<tr>
<td>F</td>
<td>Select Personnel to Move</td>
<td>C</td>
<td>2</td>
</tr>
<tr>
<td>G</td>
<td>Hire New Employees</td>
<td>F</td>
<td>4</td>
</tr>
<tr>
<td>H</td>
<td>Move Records, Key Personnel, etc</td>
<td>F</td>
<td>2</td>
</tr>
<tr>
<td>I</td>
<td>Make Financial Arrangements with Institutions</td>
<td>B</td>
<td>5</td>
</tr>
<tr>
<td>J</td>
<td>Train New Personnel</td>
<td>H,E,G</td>
<td>3</td>
</tr>
</tbody>
</table>

a) Construct network for the data given above
b) Identify the critical path.

5. Explain in detail the queuing system.
PAPER - V : HEALTH INSURANCE

Answer ALL Questions
All Questions carry equal marks (5 x 6 = 30 Marks)

1. As a Hospital Administrator, describe how best you’ll manage the Health Insurance schemes in your hospital.
2. What do you understand by ‘Third Party Administration’ in Health Insurance? What is your role in its management?
3. Define Health Insurance. Describe how is it important to the Indian population with reference to the Health Care Management.
4. What is IRDA? Critically examine its functioning regarding the activities of Health Insurance in India.
5. Make a critical analysis of the advantages and disadvantages of a Government sponsored Health Insurance programmes.

PAPER - VI : CLINICAL, DIAGNOSTIC AND THERAPEUTIC SERVICES

Answer ALL Questions
All Questions carry equal marks (5 x 6 = 30 Marks)

1. Mention the names of different systems of health care in our country. Write in detail about any Four of them.
2. Discuss the ethics and safety in the practice of Homeopathic system.
3. Prevention and appropriate patient care carry equal importance – Analyze critically.
4. Discuss briefly the role of the Hospital Administrator in planning and execution of emergency services in a hospital of 400 bedded in a metro city.
5. What do you understand by Embalming? Discuss its uses in medical practice.