



PG – 879

IV Semester M.B.A. Degree Examination, July 2017  
(CBCS)

MANAGEMENT

Paper – 4.5.1 : Basic Management Aspects of Health Care

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer all Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. (5×5=25)

1. Elaborately explain the Indian Health Care System.
2. Explain the relationship of OB with health care organisations.
3. What criterion would you use to evaluate a training programme in hospitals ?
4. Write the concepts of inventory management in hospitals.
5. List out the objectives of financial management of hospitals.
6. Describe the market segmentation in hospital services.
7. Briefly explain the steps in quality delivery process in public hospitals.

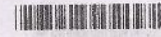
SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks.

(3×10=30)

8. Explain Maslow theory of motivation. What are its impact on hospital management ?
9. Classify hospitals and explain the role of hospital administration in each and every category.
10. Define selection. Discuss the factors that influence the selection process in health care organisations.
11. Describe the elements of services marketing and explain their return to hospital marketing.

P.T.O.



## SECTION - C

12. Compulsory question :

(1×15=15)

The expenses for budgeted production of 10,000 units in City Pharmaceutical Company Pvt. Ltd. are furnished below :

	Rs.
Material	70 per unit
Labour	25 per unit
Variable overheads	20 per unit
Fixed overheads (Rs. 1,00,000)	10 per unit
Variable expenses (Direct)	05 per unit
Selling expenses (10% fixed)	13 per unit
Distribution expenses (20% fixed)	Rs. 7 per unit
Administration expenses (Rs. 50,000)	Rs. 5 per unit
Total cost :	Rs. 155 per unit

Prepare a budget for production of :

- 8,000 units
- 6,000 units
- Calculate cost per unit at both levels.

Assume that administration expenses are fixed for all levels of production.