Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 04-Jan-2023

Time: Three Hours | Max. Marks: 80 Marks

HOSPITAL ADMINISTRATION
MATERIAL PLANNING AND MANAGEMENT - (RS)
Q.P. CODE: 3249

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. What is contract administration? Plan contract administration for dispensary services for a 500-bed multi speciality hospital
2. What is quality control? Explain briefly the principles and methods of quality control
3. What is stores management? Explain different types of storage and preservation of materials equipments in inventory control

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Explain the essential conditions of valid contract
5. Discuss the various procurement considerations in the import of medical equipments
6. Letter of credit
7. Briefly explain the process of purchase order
8. Write a note on material planning
9. Explain different techniques used to control the inventory
10. Explain the documents used for stores recording
11. Sale of goods act
12. Explain the objectives and importance of material management
13. Management of Morgues

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. What is contract administration?
15 What is quality assurance?
16. What is value analysis?
17. Management of donated organs
18. What is dispensaries?
19. Principles of purchasing
20. Stock verification
21. What is distribution management?
22. What are the auxiliary services?
23. Plan a contract model for dietary services
24. Functions and roles of store manager
25. Duties and responsibilities of store keeper

VI Semester Bachelors in Hospital Administration Degree Examination - 06-Jan-2023

Time: Three Hours | Max. Marks: 80 Marks

MARKETING MANAGEMENT IN HEALTH CARE - (RS)
Q.P. CODE: 3250

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. What is service marketing mix? Explain in detail components of service marketing mix with suitable examples
2. What is sales promotion? Explain the different tools used in sales promotion with suitable examples

Rajiv Gandhi University of Health Sciences, Karnataka

3. What is marketing? Explain in detail various concepts process of marketing

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Write a note on importance of customer relationship management for a hospital
5. What is Segmentation? What are the bases of segmentation?
6. Explain briefly process of consumer buying decisions
7. Explain factors influencing pricing policy
8. Explain new product development process with suitable example from hospital services
9. Explain the classification of products
10. Explain different channels of distribution
11. Explain the various promotional tools used in marketing
12. Differentiate between Micro and Macro Environment
13. Explain different channels of distribution used in marketing

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. Techniques of marketing research
15 What are the different levels of product?
16. What is product line and product mix decisions?
17. What is product attributes?
18. What do you mean by push and pull promotional strategies?
19. How labelling is different from packaging?
20. What is tele marketing?
21. Differentiate between differentiated v/s undifferentiated marketing
22. Basic functions of marketing
23. What is E-business?
24. What is targeting?
25. What is positioning?

VI semester Bachelors in Hospital Administration Degree Examination – 04-Jan-2023

Time: Three Hours Max. Marks: 80 Marks

Cost and Management Accounting

Q.P. CODE: 1321

(QP contains Two pages)

Your answers should be specific to the questions asked.
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. Explain classification of cost.
2. Explain funds flow statement and cash flow statement.
3. Apollo Hospital provides the following information, you are required to prepare:
   a) Current ratio, b) Quick ratio, c) stock turnover ratio, d) Debt-equity ratio, e) Return on investment
   Information: Current assets- Rs. 5,00,000, opening stock- Rs. 50,000, Closing stock- Rs.1,50,000, Cost of goods sold- Rs.12,00,000, Gross profit- Rs.2,00,000, Indirect expenses- Rs.20,000, Equity shares- Rs.7,00,000, 10% Preference share capital- Rs.3,00,000, 12% Debentures- Rs.2,00,000, Current liabilities- Rs.2,00,000, General reserve- Rs.1,00,000.

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Explain scope and uses of cost accounting.
5. Explain payback period and accounting rate of return.
6. Explain different kinds of overheads.
7. Explain service costing.
8. Explain standard costing.
9. What is over time? Explain accounting treatment of overtime?

10. Explain limitations of ratio analysis.

11. From the following information prepare stores ledger account under LIFO method:
    Jan 1- opening stock 200 pieces at Rs. 2 each
    Jan 5- purchases 100 pieces at Rs.2.20 per unit
    Jan 10- Purchases 150 pieces at Rs.2.40 per unit
    Jan 20- Purchases 180 pieces at Rs.2.50 per unit
    Jan 2- Issues 150 pieces
    Jan 7- issues 100 pieces
    Jan 12- Issues 100 pieces
    Jan 28- Issues 200 pieces.

12. From the following particulars calculate total amount of wages payable under Halsey plan and Rowan premium plan:
    Standard time: 12 hours
    Wage rate per hour: Rs.6
    Time taken: 10 hours

13. During the year 2019 Sony limited earned a profit of Rs. 1.85,720 after adjusting the following:
    Provision of bad debts- 1,500
    Salaries- 8,500
    Depreciation written off- 15,300
    Profit on sale of fixed assets- 14,000
    Discount on debentures written off- 20,000
    Loss on sale of investments- 2,000
    Preliminary expenses written off- 8,000
    Proposed dividend- 50,000
    Transfer to debenture redemption fund- 20,000
    Dividend received- 4,500
    Calculate funds from operations?

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. What is meant by cost?
15. What is overhead?
16. What is IRR?
17. What is standard costing?
18. What is fringe benefits?
19. List out the methods of remunerating labour?
20. What is meant by apportionment?
21. Write the formula for inventory turnover ratio?
22. What is meant by direct and indirect cost?
23. What is sensitivity analysis?
24. What is ratio analysis?
25. What is master budget?

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Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination – 06-Jan-2023

Time: Three Hours | Max. Marks: 80 Marks

ORGANIZATIONAL BEHAVIOR
Q.P. CODE: 1322

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. What are the steps involved in organizational behaviour modification?
2. Which style of leadership is most suitable in modern organization and why?
3. Define work related attitudes. Explain about job satisfaction.

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Bring out the different techniques of group decision making
5. Write a note on Organizational change and resistance to change.
6. Define Group. Write the Stages in group formation.
7. Write a note on interpersonal conflict and resolving conflicts.
8. Write a note on financial and non-financial incentives.
9. Explain learning styles and learning curves.
10. Explain Motivational theories.
11. Write a note on organizational reward system.
12. Principles of learning and reinforcement.
13. Write a note on determinants of personality.

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. Functions of attitude.
15 What are the managerial functions?
16. What is Job enrichment and why is it important?
17. Give a diagrammatic explanation of psychoanalytic approach of personality.
18. Differentiate between line structure and functional structure.
19. McClelland's Need Achievement theory.
20. What is Quality Circle?
21. Mention any two OB Models.
22. With suitable illustration, explain the skills required for a manager.
23. Locke's value theory.
24. What is classical conditioning?
25. Organizational Reward System.

VI semester Bachelors in Hospital Administration Degree Examination – 10-Jan-2023

Time: Three Hours | Max. Marks: 80 Marks

MARKETING MANAGEMENT
Q.P. CODE: 1323

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. Define marketing research? Explain steps of marketing research with suitable examples from hospital and healthcare.

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2. What is segmentation? Explain the objectives and bases of segmentation with suitable examples relating to hospital.

3. What is promotion? Explain the different elements used to promote the hospital and healthcare industry with suitable examples.

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Explain the nature of marketing and marketing process.
5. What is role and importance of good public relation officer for hospital?
6. Explain the different pricing strategies used in healthcare sector.
7. Explain the stages of new product development.
8. Explain the concept of consumer buying behavior.
9. What are differentiated, undifferentiated, concentrated and customized marketing.
10. Explain in detail components of service marketing mix with suitable examples.
11. Write a note on recent trends in marketing.
12. Explain the different channels of distribution and factors affecting channels.
13. Explain the factors affecting micro and macro environment.

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. Functions of marketing.
15 What are the factors influencing buying behavior?
16. What is niche marketing?
17. What is product mix length?
18. What is branding? Give one example.
19. What are the tools used for sales promotion.
20. What is societal marketing concept?
21. Process of product life cycle.
22. Basic functions of marketing.
23. What is E-business?
24. What is targeting.
25. What is positioning.

VI Semester Bachelors in Hospital Administration Degree Examination - 10-Jan-2023

Time: Three Hours Max. Marks: 80 Marks

MANAGEMENT ACCOUNTING IN HEALTHCARE - (RS)

Q.P. CODE: 3251

(QP contains two pages)

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. What is management accounting? Explain role and importance of management accounting

2. From the following balance sheet of MNC Ltd as on 31/12/2020 and 2021, you are required to prepare fund flow statement

Liabilities	2020	2021	Assets	2020	2021
Share capital	6,00,000	6,00,000	Goodwill	72,000	72,000
Reserve	84,000	1,08,000	Land & Building	2,40,000	2,16,000
Profit & Loss A/c	96,000	78,000	Plant	2,22,000	2,16,000
Creditors	48,000	32,400	Investment	60,000	66,000
Bills payable	7,200	4,800	Stock	1,80,000	1,40,400
Provision for taxation	96,000	1,08,000	Debtors	1,08,000	1,14,000
Provision for bad debts	2,400	3,600	Cash at Bank	39,600	91,200
			Bills Receivable	12,000	19,200
	9,33,600	9,34,800		9,33,600	9,34,800

Adjustments

a) Depreciation provided on plant and land was Rs.24,000 each
b) Provision for taxation made during the year Rs.1,14,000
c) Interim dividend paid during the year Rs.48,000

3 What is budgetary control? Explain process and classification of budget
.

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. From the following information calculate ratio

Current assets	Rs.5,00,000
Opening stock	Rs.50,000
Closing stock	Rs.1,50,000
Cost of goods sold	Rs.12,00,000
Gross profit	Rs.2,00,000
Indirect expenses	Rs.20,000
Equity shares	Rs.7,00,000
10% preference shares	Rs.3,00,000
12% debentures	Rs.2,00,000
Current liabilities	Rs.2,00,000
General reserve	Rs.1,00,000

Calculate a) Current ratio b) Quick ratio c) Stock turnover ratio
d) Return on Investment

5. Calculate BEP from the following information

Total sales	Rs.5,00,000
Variable expenses	Rs.2,75,000
Net profit	Rs.1,08,000

6. From the following information calculate funds from operation

a) Net profit for the year ending 31st March 2020 - Rs.50,000
b) Discount on issue of shares written off during the year - Rs.2,000
c) Preference share capital rs.1,00,000 is redeemed at 5% premium
d) Goodwill appears in the book at Rs.20,000 out of which 10% has been written off
e) Income received from non-trading operation Rs.2,000
f) Old machinery book value Rs.8,000 has been sold for Rs.6,000

7. The following data for 60% activity, prepare a budget for 80% capacity under flexible budget

a) Production at 60% capacity 600 units
b) Direct expenses Rs.10 per unit
c) Material cost Rs.100 per unit
d) Factory expenses Rs.40,000 (40% fixed)
e) Labour cost Rs.40 per unit
f) Administrate expenses Rs.30,000 (60% fixed)
g) Selling & distribution expenses Rs.20,000 (50% variable)

8. Define financial analysis. Explain methods of financial analysis
9. Write a note on CVP analysis
10. Explain change in working capital
11. Write a note on marginal costing
12. Explain merits and demerits of ratio analysis
13. Explain cost accounting and financial accounting

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. What is profit maximization?
15 Define change in working capital
16. Fund from operation
17. What is trend analysis?
18. What is sources and applications of fund?
19. What is MOS and P/V Ratio?
20. A few uses of fund flow statement

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21. What is fixed and variable cost?
22. Define financial and investment activity
23. Define ROI
24. What is meant by common size statement?
25. What is preference share?

VI Semester Bachelors in Hospital Administration Degree Examination – 12-Jan-2023

Time: Three Hours | Max. Marks: 80 Marks

HOSPITAL RELATED LAW
Q.P. CODE: 1324

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. Explain in detail about the medical negligence act.
2. Explain prenatal diagnostic act 1994.
3. Define gratuity. Explain payment of gratuity Act 1972.

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Law of tort.
5. Write a note on poison Act.
6. Describe provident fund act 1952.
7. Method of recording dying declaration.
8. When compensation is not applicable for employees, as per workmen compensation act 1923?
9. Write a note on Industrial Dispute Act.
10. Importance of maternity benefit Act.
11. Pharmacy Act 1948.
12. Ethical guidelines for biomedical research.
13. Write a note on Mental Health Act.

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. Define wages.
15. Important of employees provident act.
16. What is compensation?
17. What is Magic Remedies?
18. Objectives of MTP Act.
19. What is free consent?
20. Patient consent.
21. What is offer and acceptance according to cataract act?
22. Importance of trade union act.
23. Define service.
24. Objective of Industrial Employment Act.
25. What are spurious drugs?

Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 12-Jan-2023

Time: Three Hours | Max. Marks: 80 Marks

HOSPITAL RELATED LAW - (RS)

Q.P. CODE: 3252

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. Define drug and cosmetics. Describe the salient features of drugs and cosmetic act
2. Discuss the term donor and recipient. Explain the silent features of organ transplantation act
3. Discuss the term employee. Briefly explain the relevance of Employees Provident Fund Act

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Write a note on 'Ethics in Healthcare'
5. Benefit of consumer as per Consumer Protection Act
6. Write a note on Medical Negligence Act
7. What are benefits of Trade Union Act for an employee?
8. Briefly describe the steps involved in registering dying declaration
9. Significance of birth and death registration Act
10. Write a short note on payment of gratuity Act
11. How can you prevent industrial disputes?
12. Write a note on Medical Termination of Pregnancy Act, 1971
13. What is the necessary requirement for valid contract?

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. What is magic remedy?
15. Define Layoff
16. Who is consumer according to Consumer Protection Act?
17. What is disability?
18. What is voidable contract?
19. Define compensation
20. Write a note on State Consumer Court
21. When can prenatal diagnostic test can be done?
22. What is free consent?
23. Define Tort
24. What is the purpose on Maternity Benefit Act 1961?
25. Define strike

Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 17-May-2023

Time: Three Hours | Max. Marks: 80 Marks

HOSPITAL ADMINISTRATION
MATERIAL PLANNING AND MANAGEMENT - (RS)
Q.P. CODE: 3249

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

1. LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks
2. Explain types of inventory control techniques
4. Explain the process of materials management
   Discuss in details the principles of stores and stores accounting

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

5. Types of tender
6. Principles of purchasing
7. Recent trends in stores management
8. Letter of credit
9. Write a short note on equipment audit
10. Discuss about various types of distribution systems from the stores
11. Economic order quantity
12. Relevance of stores management to hospitals
13. Supply chain management
    Inventory techniques in stores

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. Bin card
15 Invoice
16. GRN
17. Duties of the store keeper
18. Equipment in Ambulance
19. Pilferage and theft
20. Value analysis
21. Arbitration
22. Stores day book
23. Condemnation and disposal of equipment
24. Lead time
25. Just in time technique

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Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 19-May-2023

Time: Three Hours | Max. Marks: 80 Marks

MARKETING MANAGEMENT IN HEALTH CARE - (RS)

Q.P. CODE: 3250

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. Explain importance of promotion and describe promotional methods
2. Explain recent trends in marketing
3. What is product life cycle? Explain different stages in product life cycle

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. What is product diversification?
5. Explain service marketing triangle
6. Write a note on scope and nature of marketing
7. Explain concentrated marketing and service marketing?
8. Write a note on product mix
9. Explain the traditional and modern method of marketing
10. What are the different types elements in marketing mix
11. Explain the buying decision process
12. Explain the importance of social media in marketing
13. Explain porters five force models for business analysis

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. What is niche marketing?
15 What is bundle pricing?
16. Write a note on decline stage
17. Segmentation, targeting, positioning
18. Patient satisfaction
19. What is retailing?
20. Write a note on marketing mix
21. What is labelling?
22. Explain disadvantages of mass marketing
23. Write a note on internal marketing?
24. What is marketing channels?
25. Write differences between HR and PR

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Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 24-May-2023

Time: Three Hours | Max. Marks: 80 Marks

MANAGEMENT ACCOUNTING IN HEALTHCARE - (RS)

Q.P. CODE: 3251

(QP contains two pages)

Your answers should be specific to the questions asked

Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. The following is the balance sheet of a company as on 31st March:

Liabilities	Rs.	Assets	Rs.
Share capital	200000	Land and building	140000
Profit and loss account	30000	Plant & machinery	350000
General reserve	40000	Stock	200000
12% debentures	420000	Sundry debtors	100000
Sundry creditors	100000	Bills receivable	10000
Bill payable	50000	Cash at bank	40000
	840000		840000

Calculate: current ratio, quick ratio, debt equity ratio, proprietary ratio, capital gearing ratio

2. What is cash flow statement? Discuss its objectives and classification

3. "Budgetary control means worrying before work rather than after. Its keynotes are planning, coordination and control" explain this statement

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. State the different types of financial analysis and discuss the limitations of analysis and interpretation of financial statements

5. Discuss the budgets on the basis of function

6. What is ratio analysis? Discuss its objectives and limitations

7. What is meant by CVP analysis? Explain its importance

8. With the following data for a 60% activity, prepare a budget for production at 80% and 100% activity.
   Production at 60% activity – 600 units
   Materials Rs.100 per unit
   Labour Rs.40 per unit
   Expenses Rs.10 per unit
   Factory expenses Rs.40,000 (40% fixed)
   Administrative expenses Rs.30,000 (60% fixed)

9. You are given the following balance sheet of a company. Prepare a statement showing the changes in working capital

Liabilities	2019	2020	Assets	2019	2020
Accounts payable	7000	4500	cash	3000	4700
Capital	20000	25000	Accounts receivable	12000	11500
Retained earnings	1000	2300	Land	5000	6600
			Stock	8000	9000
	28000	31800		28000	31800

10. From the following particulars calculate:
    1. PV ratio
    2. Break-even sales
    3. Sales required to earn a profit of Rs.450000

    Fixed expenses - Rs.90000
    Variable cost per unit:
    Direct material = Rs.5
    Direct labour =Rs.2
    Direct overhead =100% of direct labour
    Selling price per unit = Rs.12

11. Explain statement of sources and application of funds

12. Define management accounting? Explain the role of management accountant

13. Explain the relationship between financial accounting, cost accounting and management

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accounting

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. What is financial analysis?
15 Mention any two limitations of cash flow statement
16. Explain BEP
17. What is marginal costing?
18. What is current ratio and quick ratio?
19. What are the merits of management accounting?
20. What is master budget?
21. What is trend analysis?
22. What is capital gearing ratio and inventory turnover ratio?
23. Are there any limitations on the interpretation of financial statements?
24. What is margin of safety and contribution?
25. Define budgetary control

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Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 26-May-2023

Time: Three Hours | Max. Marks: 80 Marks

HOSPITAL RELATED LAW - (RS)

Q.P. CODE: 3252

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two) 2 x 10 = 20 Marks

1. Describe about Central Births and Deaths Registration Act, 1969
2. Explain Mental Health Act
3. Explain in detail about the important provision under Indian Contract Act

SHORT ESSAYS (Answer any Eight) 8 x 5 = 40 Marks

4. Law of tort
5. Write a note on Poison Act
6. Describe Provident Fund Act 1952
7. Method of recording dying declaration
8. When compensation is not applicable for employee, as per workmen compensation Act 1923
9. Write a note on Industrial Dispute Act
10. Importance of maternity benefit Act
11. Pharmacy Act 1948
12. Write a note on the ethical guidelines for biomedical research
13. Purpose of PNDT Act

SHORT ANSWERS (Answer any ten) 10 x 2 = 20 Marks

14. Define Gratuity
15 Importance of Employees Provident Act
16. What is Compensation?
17. What are Magic remedies?
18. Objectives of MTP Act
19. What is free consent?
20. What is Medical negligence?
21. What is offer and acceptance according to Contract Act?
22. Importance of Trade Union Act
23. Define Service
24. Objective of industrial Employment Act
25. What are spurious drugs?

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