# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 08-May-2025**

**Time: Three Hours** **Max. Marks: 80**

## 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. Describe the market targeting strategies
2. Explain the buying decision process and stages of the buying decision process
3. Write on the application of social media in hospital marketing

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

4. Describe the traditional and modern concept of marketing
5. Write a note on virtual marketing
6. Explain the new product development process
7. Briefly describe the pricing objectives
8. Explain the factors affecting distribution channels
9. Write on the nature and importance of promotion
10. Describe the market positioning strategy
11. Explain the role of public relation as liaison with government agencies
12. Describe the marketing research components
13. **Recent trends in hospital Marketing**

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

14. Trends in macro-environment
15. Factors influencing consumer buying behaviour
16. Product planning
17. Pricing policies
18. Direct selling
19. Tele-marketing
20. Concepts of public relation
21. Product packaging
22. Types of marketing research
23. Product deletion
24. Concepts of digital marketing
25. Place mix decisions

# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 13-May-2025**

**Time: Three Hours** **Max. Marks: 80**

## 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 information are related to a company:

| | |
|---|---|
| Current assets | 1500000 |
| Opening stock | 200000 |
| Closing stock | 350000 |
| Cost of goods sold | 2300000 |
| Gross profit | 300000 |
| Indirect expenses | 50000 |
| Equity shares | 1300000 |
| 10% preference share capital | 500000 |
| 12% debentures | 600000 |
| Current liabilities | 500000 |
| General reserves | 300000 |

You are required to find out (a) Current ratio (b) Quick ratio (c) Stock turnover ratio (d) Debt equity ratio (e) ROI

2. What is a cash flow statement? Discuss its objectives and different activities under cash flow statement

3. "Management accounting is the best tool for the management to achieve higher profits and efficient operations". Discuss

**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 limitation**

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 | 7,000 | 4,500 | Cash | 3,000 | 4,700 |
| Capital | 20,000 | 25,000 | Accounts receivable | 12,000 | 11,500 |
| Retained earnings | 1,000 | 2,300 | Land | 5,000 | 6,600 |
| | | | Stock | 8,000 | 9,000 |
| | **28,000** | **31,800** | | **28,000** | **31,800** |

10. From the following particulars calculate:
    a. PV ratio
    b. Break-even sales
    c. Sales required to earn a profit of Rs.4,50,000

    Fixed expenses – Rs.90,000
    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 accounting

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

14. Define marginal costing
15 What is zero based budgeting?
16. What is comparative statements?
17. What is funds from operations?
18. What is breakeven point?
19. What is sales budget?
20. State the utilities of ratios
21. **What is trend analysis?**
22. State the significance of cash flow statement
23. What are the objectives of budgetary control?
24. What is debt equity ratio?
25. What are the objectives of management accounting?

# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 15-May-2025**

**Time: Three Hours** **Max. Marks: 80**

## 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. Explain the provisions of the Indian Constitution. Distinguish between fundamental rights and duties
2. Write an essay on the PCPNDT Act, 1994. Under What conditions can prenatal testing be carried out?
3. Explain the key terms and main features of the payment of Gratuity Act, 1972. How is gratuity calculated?

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

4. Define contract. Explain the essentials of a contract
5. Enumerate the key features of the Employees Provident Fund Act, 1952
6. Distinguish between Trusts and Societies
7. Distinguish the categories, types and methods of disposal of biomedical waste
8. What is the drugs and magic remedies Act, 1954?
9. Elaborate on the regulatory functions of the Indian Medical Council in terms of professional etiquette and conduct
10. Explain the provisions of the Mental Health Act, 1987
11. What is a sale? Discuss the Sale of Goods Act, 1930
12. Explain the Workmen Compensation Act, 1923
13. Discuss the provisions of the Minimum Wages Act, 1948

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

14. Explain what is a *precedent* in law?
15 What is Service?
16. What is meant by an agreement?
17. What is meant by the legal term nonfeasance?
18. Give examples of stimulant drugs and hallucinogenic drugs
19. What is Consent?
20. **Characteristics of values**
21. What is *Damnum Sine Injuria*?
22. **Types of Income Tax**
23. What is an offer in contract law?
24. Define Consumer
25. **Types of sources of Law**

# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 23-May-2025**

**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 stores documentation and explain the documents used for stores recording.
2. What is contract administration? Plan contract administration for dietary services for a 500-bed multi speciality hospital.
3. Define purchasing. Explain the principles and factors of material purchasing.

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

4. What is the role and responsibilities of purchase officer?
5. Write a note on imports of equipment and medicines for hospitals.
6. Relevance of material management to hospital.
7. Explain the concept of letter of credit.
8. Explain briefly purchasing procedure.
9. Write a note on sale and goods act.
10. Stock verification.
11. Management needs in blood bank.
12. Write about Total Quality Management.
13. Explain the essential conditions of a valid contract.

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

14. What is lead time?
15. **Types of purchasing**
16. Define procurement.
17. What is material planning?
18. What is quality assurance in equipment maintenance?
19. What is buffer stock?
20. What is purchase cycle?
21. Discuss inventory control techniques.
22. What is Economic order quantity?
23. List out the advantages of codification of stock.
24. Write the principles of storage.
25. What is the importance of drug control act?

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# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 13-Nov-2025**

**Time: Three Hours** **Max. Marks: 80**

## 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. Describe the bases for market segmentation. Write on the requisites of sound marketing segmentation
2. Explain the Product Life Cycle
3. Explain the functions of Public Relations department

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

4. Discuss the importance of marketing
5. Write a note on the product mix decisions
6. Explain the factors influencing pricing policy
7. Briefly write on the channel management decision
8. Describe the steps in marketing research
9. Write a note on the evaluation of advertising
10. Describe the marketing intelligence system
11. Write a note on relationship marketing
12. Differentiate between HRM and PR
13. Describe digital marketing and its importance

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

14. What is Niche marketing?
15 Traditional concept of marketing
16. Product labelling
17. What is micro environment?
18. Feature of services marketing
19. Factors influencing cultural buying behaviour
20. Product addition
21. Pricing objectives
22. Need for channels of distribution
23. Types of marketing channels
24. Product positioning
25. What is branding?

# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 17-Nov-2025**

**Time: Three Hours** **Max. Marks: 80**

## 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. Explain cash flow statement analysis. Explain merits and demerits
2. Tata Ltd., gives the following information

| | | | |
|---|---|---|---|
| Equity shares | Rs.7,00,000 | Cost of goods sold | Rs.12,00,000 |
| 12% debenture | Rs.2,00,000 | Indirect expenses | Rs.20,000 |
| General reserves | R.1,00,000 | 10% preference share capital | Rs.3,00,000 |
| Current assets | Rs.6,00,000 | Current liabilities | Rs.3,00,000 |
| Closing stock | Rs.2,00,000 | Opening stock | Rs.60,000 |
| Gross profit | Rs.2,00,000 | | |

Calculate
   a. Current ratio
   b. Quick ratio
   c. Stock turnover ratio
   d. Debt equity ratio
   e. Return on investment

3. What is marginal costing? Explain BEP and CVP analysis

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

4. Calculate BEP from the following information
   - Total sales Rs.5,00,000
   - Variable cost Rs.2,75,000
   - Net profit Rs,1,08,000
5. What is management accounting? Explain importance of management accounting
6. **Explain the role of management accountant**
7. **Write a note on financial statement analysis. Explain current ratio and quick ratio**
8. Explain comparative statement analysis
9. Write a note fund flow statement
10. Explain merits and demerits of ratio analysis
11. From the following information calculate funds from operation
    - Net profit for the year ending 31st March 2022, Rs.60,000
    - Discount on issue of shares written off during the year Rs.3,000
    - Preference share capital Rs.1,00,000 is redeemed at 5% premium
    - Goodwill appears in the book at Rs.20,000 out of which 10% has been written off
    - Income received from non-trading operation Rs.2,000

- Old machinery book value Rs.8,000 has been sold for Rs.6,000

12. Differentiate between comparative statement, common size statement and trend analysis
13. What is budgetary control? Explain objectives of budgetary control system

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

14. What is cash budget and production budget?
15 What is profit maximization?
16. Define change in working capital
17. Fund from operation
18. What is trend analysis?
19. What is stock turnover ratio?
20. What is meant by operating activities?
21. **List two difference between fund statement and cash flow statement**
22. What is sources and applications of fund?
23. What is debtor turnover ratio?
24. What is variable cost?
25. What is CVP analysis?

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# Rajiv Gandhi University of Health Sciences, Karnataka

**VI Semester Bachelors in Hospital Administration Degree Examination - 19-Nov-2025**

**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 consumer. Explain consumer protection Act and its application in hospital.
2. Define drug and cosmetics. Enumerate the salient features of drugs and cosmetic Act.
3. Briefly explain medical termination of pregnancy Act.

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

4. Discuss the central births and deaths registration Act.
5. How to record a dying declaration?
6. Write a note on maternity benefit act.
7. Discuss about the importance of ethics in healthcare.
8. Describe the remedies under law of torts.
9. Discuss bio-medical waste management rules.
10. How can you prevent industrial disputes?
11. Write a note on pharmacy Act.
12. Explain about Minimum Wages Act.
13. Describe the important provisions under Indian contract Act.

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

14. Patient consent.
15 Define compensation.
16. Define biomedical waste.
17. Define employee.
18. Objectives of minimum wages act.
19. Burden of proof.
20. Define drugs.
21. What is collective bargaining?
22. What is disability?
23. What is magic remedy?
24. Types of negligence.
25. Functions of Indian Medical Council.

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