Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 21-May-2026

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. Explain the various stages in a new product development process
2. Define marketing research. Explain in detail the research process with suitable examples
3. What is segmentation? Explain the bases of segmentation

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

4. Short note on product life cycle
5. Various levels of target market
6. Public relations are valuable promotion tools. Justify
7. Recent trends in marketing
8. Roles and objectives of sales promotion
9. 'Packaging is a silent salesman'. Do you agree? Why?
10. Explain the factors influencing pricing policy
11. Explain briefly the traditional and modern concept of marketing
12. Write a note on macro environment
13. Write a short note on virtual marketing

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

14. Elasticity of price
15. Hospital branding
16. What is niche marketing?
17. Importance of marketing
18. Labelling
19. What is service marketing?
20. **What is digital marketing ?**
21. What is E-business?
22. m-marketing
23. Define customer value
24. Types of retailing
25. Market information system

Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 29-May-2026

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. From the following balance sheets of the company for the year ended 31-12-2020 and 2021, prepare schedule of changes in working capital and statement showing sources and application of fund:

Liabilities	2020	2021	Assets	2020	2021
Share capital	200000	260000	Land and building	113450	116200
Sundry creditors	39500	41135	Plant and machinery	148000	144250
Profit and loss A/c	39690	41220	Stocks	111040	97370
Reserves	50000	50000	Debtors	85175	72625
Bills payable	33780	11525	Goodwill	-	116000
Bank overdraft	59510	-	Bills receivable	2315	735
Provision for taxation	40000	50000	Cash	2500	2700
	462480	**453880**		**462480**	**453880**

2. "Budgetary control means worrying before work rather than after. Its keynotes are planning, co-ordination and control" explain this statement

3. "Ratio analysis is a tool to examine the health of a business with a view to make the financial results more intelligible". Enumerate

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

4. Differentiate between financial accounting and management accounting

5. You are given the following data for the year 2020 of the company

Variable cost	600000
Fixed cost	300000
Net profit	100000
Sales	1000000

Find (a) PV ratio (b) BEP (c) Profit when sales amounted to Rs.1200000 (d) Sales required to earn a profit of Rs.200000

6. What is budgetary control? Discuss the classification of budgets

7. What is a cash flow statement? Discuss the uses and significance of cash flow statement

8. What is meant by Zero based budgeting? What are the different steps involved in it and how is it useful to the business?

9. The following overhead expense relates to a cost at 50% of normal capacity. Draw up a flexible budget for the cost centre for operating at 75%, 100% and125% of normal capacity. Indicate the basis and assumption upon which various expenses are divided:

Foreman	100
Assistant foreman	40
Inspectors	65
Shop labourers	50
Machinery repairs	120
Defective works	25
Consumable stores	20
Machine depreciation	140

10. Discuss the use and importance of financial statements
11. The following balance sheet of Nirman Ltd., as on 31-12-2019

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Equity share capital	600000	Goodwill	100000
7% debentures	350000	Land and building	230000
Long-term debts	200000	Plant and M/c	300000
Bank overdraft	75000	Trade investments	300000
Sundry creditors	60000	Sundry debtors	150000
Bills payable	30000	Bills receivables	40000
Liability for tax	20000	Cash in hand	50000
		Cash at bank	60000
		Stock	100000
		Prepaid rent	5000
	1335000		**1335000**

Calculate the following ratios
   a) Quick ratio
   b) Current ratio

12. Explain the nature and scope of management accounting
13. What is marginal costing? Explain its features and assumptions

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. **What is fund flow statement**

Rajiv Gandhi University of Health Sciences, Karnataka

VI Semester Bachelors in Hospital Administration Degree Examination - 01-Jun-2026

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. With regard to the Industrial Disputes Act, list the authorities named for purposes of investigation and settlement of disputes. Discuss Works Committees
2. Explain the salient features and provisions of the MTP Act 1971. What are the methods used in MTP?
3. Write an essay on Bio-medical waste management rules, 1998. Include the categories of BMW, colour coding and methods of disposal for each

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

4. Explain the fire safety rules and plan for a hospital
5. Discuss various sources of law
6. What is meant by Negligence? Explain different types
7. Discuss the applications of the Consumer Protection Act to hospitals
8. Write an essay on the PCPNDT Act, 1994
9. Explain what are the guidelines for ethical biomedical research
10. **Elaborate on the Insurance Act, 1938**

    Or

    Elaborate on the Employees Provident Fund Act, 1952
11. What is a sale? Discuss the Sale of Goods Act, 1930
12. Explain the salient features of the Central Births and Deaths Registration Act, 1969. Give the uses of a birth certificate
13. What are the fundamental rights and duties of an Indian Citizen?

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

14. Explain the term *misfeasance*
15. Define Service
16. When is a contract void?
17. What are the penalties for possession of a drug under the NDPS Act?
18. State what is meant by "wages' according to the payment of Wages Act. Who is responsible for the payment of wages under the act?
19. **Explain is meant by an insurance policy and a premium**

    Or

    Explain the terms 'values' and 'norms' in ethics
20. What is meant by vicarious liability? Give an example
21. What is tort?
22. What is meant by female foeticide?
23. What is the golden rule of interpretation of the law?

24. What are the conditions for the payment of maternity benefit under Maternity Benefit Act 1961?

25. Define the following terms used in the Workmen's Compensation Act 1923 –
    a) Dependent b) Employer

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