

# **BHM- 6TH SEM**

## **SUB: PUBLIC RELATIONS**

### **PAPER CODE: BHM 601**

1. "VoxpopuliVox die."
2. "Advertising is a tool of Public Relations but PR is not a tool of advertising." ----Explain.
3. Discuss the emerging trends in PR relate ethics to PR.
4. Describe the basic principles that govern the practice of public relations. As a PR manager of a government sponsored hospital, write to your management on concentrating to ensure improvement in two specific areas of your hospital.
5. Write a short note on RNI.
6. PR agencies.
7. As a PR person how will you establish good relation with the patients in your hospital?

## **SUB. : MEDICAL ETHICS**

### **PAPER CODE: BHM-602**

- A. State the difference between law and Ethics?
- B. Define professional misconduct.
- C. Define the Euthanasia.
- D. Basic ethical Principle.
- E. Medical Termination of Pregnancy Act.
- F. Discuss in details the Clinical Establishment ACT.

## **SUB: ORGANIZATIONAL BEHAVIOR**

### **PAPER CODE: BHM 603**

1. Compare and contrast the Trait and Behavioural Theory of Leadership.
2. Group Decision Making has its own merits and demerits. Elucidate.
3. What are the contributing fields of OB?
4. What do you understand by the term 'Social Perception'? Discuss in details the factors taken into consideration while forming impressions of the other people.
5. Discuss briefly the force field analysis model to explain how the change process works.
6. Identify and explain the major sources of personality differences.
7. Describe Herzberg's Motivation-Hygiene Theory.

## **SUB:-OCCUPATIONAL HEALTH**

### **PAPER CODE : BHM 604A**

- A. What do you mean by Sickness Absenteeism?
- B. What is the ESI act?
- C. Radiation protection.
- D. Heat stress and its effect.
- E. What do you mean by Occupational Environment?
- F. Write a short note about Indian Factory Act.1948.

# **BCA- 6TH SEM**

## **SUB:ADVANCED NETWORKING AND COMMUNICATION**

**PAPER CODE: BCAE 601A**

1. Name the four basic network topologies and cite an advantage of each type.
2. Draw a hybrid topology with a star backbone and four ring networks.
3. What are the responsibilities of data link layer in the internet model?
4. How are OSI and ISO related to each other?
5. List the layers of internet model.
6. What is the difference between a port address, a logical address and a physical address?
7. Distinguish between baseband transmission and broadband transmission.
8. Name the advantages of optical fiber over twisted pair and coaxial cable.

## **SUB: OBJECT ORIENTED PROGRAMMING WITH JAVA**

**PAPER CODE: BCAE 602B**

1. Write a JAVA program to check any character is vowel or consonant.
2. Write a JAVA program to print the greater number among three numbers.
3. Write a JAVA program to check any number is Palindrome number or not.
4. Write a JAVA program to print the reverse number of any number. (e.g. reverse no. of 123 = 321).
5. Write a JAVA program to print the pattern below

```
*  
* * *  
* * * * *  
* * * * * * *
```

6. Write a JAVA program to add two-dimensional matrix.
7. Write a JAVA program to multiply two-dimensional matrix.
8. Write a JAVA program to check any number is palindrome or not.
9. Write a JAVA program to sort array in ascending order.
10. Write a JAVA program to print the Fibonacci series.

# BBA- 6TH SEM

## SUB:- FINANCIAL MANAGEMENT III

### PAPER CODE: BBA 601

1. From the following particulars prepare separate statement of Cost and Profit for the month of September 2017. 15

Particulars	Amount	Particulars	Amount
<u>Stock on 1.9.2017</u>		Direct wages	3,25,000
Raw Materials	50,000	Factory expenses	2,15,000
Work-in-progress	1,22,000	Office & administration expenses	1,0,5000
Finished Goods	36,000	Selling & distribution expenses	74,000
<u>Stock on 31.9.2017</u>		Sale of scrap	3,500
Raw materials	70,000	Sale of finished goods	15,50,000
Work-in-progress	1,35,000		
Finished Goods	32,000		
Purchase of Raw materials	2,75,000		

2. Discuss in details the functions of management accounting. Explain the nature and scope of management accounting.
3. What is financial analysis? What are the types of financial analysis? What are the limitations of financial analysis statement?
4. The following details on the cash flows of two projects X and Y.

Year	Project X cash flows (Rs.)	Project Y cash flows (Rs.)
0	4,00,000	5,00,000
1	2,00,000	1,00,000
2	1,75,000	2,00,000
3	3 25,000	3,00,000
4	2,00,000	4,00,000
5	1,50,000	2,00,000

Compute PBP, NPV and PI for X and Y and suggest which project should be accepted and why.

5. What is the relationship between management cost and financial accounting?

## SUB:-MARKETING MANAGEMENT III

### PAPER CODE: BBA 602

1. Write a note on the Hierarchy of effects model propounded by Lavidge & Steiner.
2. Discuss the '5 M theory' of advertising in brief.

3. Explain the various economic and social aspects of advertising. Write a short note on advertising standard of India (ASCI).
4. What is creativity? Briefly discuss about the creative process. Write a short note on USP theory of creativity. What are the different types of advertising appeals used in advertising themes?
5. Trade fair & exhibition as a sales promotion tool.
6. What are the steps involved in the preparation of advertising budget?
7. Differentiate between pull and push strategies.

## **SUB:-HUMAN RESOURCE MANAGEMENT III**

### **PAPER CODE: BBA 603**

1. What are the causes and effects of grievances?
2. How the grievances handled in an organization? Explain the model grievance procedure.
3. State the concept of natural justice. Discuss the steps involved in disciplinary procedure.
4. What are the approaches of counseling? Discuss the skills required of a good counselor.
5. Discuss the procedures of taking disciplinary action for misconduct under the Act.
6. What are the objectives of industrial employment?
7. Write short notes:-
  - a. Democratic Enquiry
  - b. Negative discipline
  - c. Quality of work life

## **SUB:-HEALTH CARE MANAGEMENT**

### **PAPER CODE: BBA 604**

1. Discuss the functions and limitations of Non-Government Health Organizations.
2. Define health care financing. Mention the sources of health services financing. Discuss the various mechanisms of health financing and expenditure with special reference to India.
3. What are the problems in PERT & CPM? What are the limitations of decision making? What are the types of decision in hospital?
4. Indian Red Cross Society
5. Explain the weaknesses of primary health care system of India and also give suggestion for improvement.
6. Explain briefly the job of UNICEF.
7. Health Planning Cycle.

## **SUB:-SOCIAL REASERCH METHODS**

### **PAPER CODE: BBA 605**

1. What are the steps in research design?
2. Explain the difference between exploratory, descriptive and causal research.
3. What is an interview? Discuss the interview technique used in research methodology.
4. Briefly explain the different components of research report.
5. What are scales classification bases? What are the different scaling techniques?
6. What points may be observed by a researcher in selecting the subject of the research?
7. Write short notes:-
  - a. Case study analysis
  - b. Survey method
  - c. Action research

# **MHA- 4TH SEM**

## **SUB: UTILITY SERVICES AREA**

### **PAPER CODE: MHA 401**

- A. What is welfare service? What are the purposes of the welfare services? State some important areas of patient welfare functions provided by the governmental and non-governmental organizations in our country.
- B. What is Mortuary? State the importance of hospital mortuary. Discuss the policy and procedures of the hospital mortuary management.
- C. State the importance and ideal location of hospital pharmacy. Discuss the process of the storage and dispensing of drugs and other materials in the hospital pharmacy. How will you control and evaluate the hospital pharmacy?
- D. Discuss the importance of house-keeping services in the hospital. State the organization chart and selection procedures of house-keeping staff of the large city hospital. Explain the control and management process of the house-keeping department.
- E. List out and discuss in details the medical and health care facilities available to employees in your hospital. Suggest steps improve upon those.

## **SUB: STRATEGIC MANAGEMENT**

### **PAPER CODE: MHA 402**

Q. Answer the following questions.

1. What is Porter's Five Force Model? Why is it important for determining core competency? Is Porter's model related anyway to SWOT analysis?
2. What are the essential features of an effective evaluation and control system? What are the different types of strategic control process?
3. Describe BCG matrix in detail. Discuss the utility of the matrix in developing corporate strategy. What could be considered as the limitations of the tool?
4. Name and describe the components on which external environment can be analyzed. Provide relevant examples of each.
5. Short note:-
  - i) 7-S framework.
  - ii) Strategic entry.
  - iii) Strategic intent.

## **SUB: MEDICAL EQUIPMENT MANAGEMENT**

### **PAPER CODE: MHA 403**

Answer the following questions:

- A. What is medical equipment? Write in detail the essential factors for medical equipment planning and selection.
- B. What are the different modes of procurement of imported medical equipment? Identify the problems face by the users of imported medical equipment.
- C. Describe in detail, various tendering process. How does the evaluation of tenders help in selecting the best bidder?
- D. What are the basic objectives of medical equipment maintenance? Discuss about different types of maintenance. What are the prerequisites to carry out a comprehensive maintenance plan?
- E. Discuss the utilization of medical equipment and give five examples

## **SUB: CLINICAL SERVICES AREA**

### **PAPER CODE: MHA 404**

Answer the following questions:

- A. What are the factors responsible for determining the number of total OT? Write down the advantages of grouping of OT. What are the policies and procedures in OT administration?
- B. What are the objectives of ward management? Discuss the function of nursing care services of a hospital.
- C. Mention the importance of ICU. Name the different types of ICU. Describe the physical facilities of ICU.
- D. Elaborate the authority for removal and preservation of human organs.
- E. What are the equipments needed to run a physical medicine and rehabilitation department? As a PMR department manager, what are the steps to be taken for smooth functioning of the department?

## **SUB: HEALTH INSURANCE**

### **PAPER CODE: MHA 405**

Answer the following questions:

1. In which Life Insurance Policies regulations are provided by IRDA and SEBI jointly? Why is this so?
2. Classify different types of risks.
3. Give the general principles of insurance. Critically examine each and suggest your views for improvement of such principles.
4. What steps should be taken by the state for social insurance for the population of the country. Discuss
5. Problems of co-insurance
6. Write a note on Reinsurance.

## **SUB: DISASTER MANAGEMENT**

### **PAPER CODE: MHA 406**

Q. Answer the following questions.

1. Explain the concept of disaster cycle. What are the recent advances in technology that has proved to be helpful in disaster management?
2. What is “Mock Training”? What are the benefits of mock training? Discuss the functions of a manager to prepare and manage the mock training.
3. What is disaster mapping? Discuss the importance of disaster mapping management. Discuss the responsibilities and functions of networking of hospitals in disaster management programme.
4. Define triage. Elaborate the organization of disaster management in a hospital.
5. Short note:-
  - i) Man Made Disaster.
  - ii) Disaster Management Cycle.
  - iii) Recent trends in disaster management.

## **SUB: QUALITY MANAGEMENT**

### **PAPER CODE: MHA 407**

1. With examples substantiate how quality can be ensured in health care.
2. Describe the accreditation process of NABH for hospitals.
3. What do you mean by Total Quality Management? What are the dimensions of quality? What are the obstacles in implementing TQM in real life?
4. Define quality. What are the objectives of quality management in hospitals? Describe the elements of a comprehensive quality management program.
5. Cause-and-Effect Analysis
6. Write a note on Quality Circle.

## **SUB: HOSPITAL PLANNING**

### **PAPER CODE: MHA408**

Answer the following questions:

- A. Describe in sequential steps the stages of hospital planning.
- B. What are the guiding principles that are to be kept in mind while planning hospital facilities services?
- C. What are the manpower requirements planning for a 50 bedded hospital?
- D. Discuss the technical Analysis of hospital management.
- E. What are the challenges faced by the management of Indian hospital? Describe the strategies adopted to face these challenges
- F. Quality assurance in health care.
- G. State the classification of various types of Hospitals.
- H. Write a short note on Network analysis