

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:-OCCUPATIONAL HEALTH

PAPER CODE : BHM 602A

- 1.What do you mean by Sickness Absenteeism?
- 2.Write a short note on Miner’s black lungs. What are the factors responsible for pneumoconiosis? How will you control industrial cancer?
3. Define occupational health. Enumerate its objectives. Why do you think it is an important branch of study? Lay down the principles of occupational health as declared by WHO/ILO.
- 4.What are the measures for health protection of workers in respect of communicable disease, environmental sanitation and mental health?
5. Write an essay on principles of radiation protection and its various methods.

BCA- 6TH SEM

SUB: ARTIFICIAL INTELLIGENCE

PAPER CODE: BCAN-E601B

1. List some applications of AI.
2. List the programming languages used in AI.
3. What is Tower of Hanoi?
4. What is Turing test?
5. What is an A* algorithm search method?
6. What is a breadth-first search algorithm?

SUB: ADVANCE DBMS WITH PLSQL

PAPER CODE: BCAE 602B

1. Consider the following schema:- Faculty(Fno, Name, Date-of-birth, DNO)

Dept(DNO, Name, Bldg)

Course(CNO, Name)

Teaches(FNO,CNO)

Write SQL statements to do the following:

- i) Find the name of the faculty members who work in the same building as faculty member with no. '104'.
- ii) Find the name of the faculty members who are teaching at least one course which the faculty member no. '101' is not teaching.

2. What do you mean by normalization? What do you mean by decomposition? Define 1NF, 2NF, 3NF with suitable example.

3. Define the following terms:

- (i) super key
- (ii) Candidate key
- (iii) Primary key
- (iv) Foreign key

4. Discuss ACID property of a transaction with example. What is atomicity? What is concurrency? Draw a state diagram and discuss the typical states that a transaction goes through.

5. Draw the overall structure of DBMS

SUB: VALUE AND ETHICS OF PROFESSION

PAPER CODE: BCAN-E601B

1. What is pollution? What are the chief causes of pollution?

2. Write a short note on sustainable development.

3. What are the processes of technology transfer? What are the problems of technology transfer?

4. Define 'Code of Professional Ethics'. Explain some of the universally accepted codes of professional ethics.

5. Define social values. Describe the concept of a good society in terms of justice, rules of law and democracy.

6. How far can Whistle blowing be treated as a failure of organizational ethics?

BBA- 6TH SEM

SUB:- MANAGEMENT ACCOUNTING

PAPER CODE: BBAN 601

1. 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:-ADVERTISING & SALES PROMOTION

PAPER CODE: BBA 602

1. Briefly describe the Basic Communication Process,.
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?

SUB:-INDUSTRIAL RELATION

PAPER CODE: BBAN 603

1. Briefly describe the Concept of Industrial Relations in India.
2. What are the guidelines of Guidelines for Handling Grievances.
3. Write a short note on International Labour Organizations (ILO) – Origin, history, objectives and functions..
4. Write a short note on Industrial Disputes Settlement machinery under ID Act,
5. Explain the Structure of Trade Unionism Trends in Industrial Disputes.

SUB:-PUBLIC SERVICE MANAGEMENT
PAPER CODE: BBAN 604

1. What are the Factors, Determinants and Other Issues in National Health Policy
2. What are the commercial aspects of air transport?
3. Distinguish between schedule and non-schedule air transport service.
4. Discuss the commercial and economic significance of rail transport.
5. Write short notes on Railway coaching and freight traffic.
6. Write a short note on Reproductive & Child Health Care Programme.
7. State the emerging problems in road infrastructure development.

MHA- 4TH SEM

SUB: HEALTH ECONOMICS
PAPER CODE: MHAN 401

1. What are short-run and long-run in production? Discuss the laws of production function. Define ridge lines and draw the figures.
2. What is expansion path for any business economy? Draw and explain the expansion path where constant return to scale in application.
3. Explain cost-output relationship in short run in detail.
4. As a hospital manager what economic factor will you consider before purchase and installation of a MRI machine? Discuss the opportunity cost for the above.
5. Discuss macroeconomics of various national health programmes.

SUB: DISASTER MANAGEMENT

PAPER CODE: MHAN 402

- | | |
|---|-----|
| 1) What is a disaster? What makes a disaster different? | 2+3 |
| 2) What are the elements of a disaster response? | 5 |
| 3) What is disaster preparedness? | 5 |
| 4) What is a fire safety plan? What is a fire protection? | 2+3 |
| 5) What are the objectives of a disaster plan? | 5 |
| 6) Write a short notes on NGO | 5 |