

**Q.P.CODE:192-NR**

DR NTR UNIVERSITY OF HEALTH SCIENCES:: VIJAYAWADA

M.D. DEGREE EXAMINATION – **APRIL, 2019****HOSPITAL ADMINISTRATION**

Paper-I – General Administration and Management in Hospital field

Time : 3 Hours

Max. Marks: 100

Note : Answer all questions

All questions carry equal marks

Draw diagrams wherever necessary

---

**WRITE SHORT ESSAYS ON THE FOLLOWING:**

- 1) Critically evaluate different methods of performance appraisal and discuss fully the potential problem areas in its implementation.
- 2) Define efficiency and effectiveness in healthcare. Give examples for each.
- 3) Discuss the various Inventory Control systems. Draw a matrix with both ABC & VED analysis for 5 items of your choice.
- 4) Discuss Mc Kinsey's 7 S management approach.
- 5) Are management and administration different? How will you resolve their terminological conflict?
- 6) What are the different pricing strategies that have evolved? Describe in detail Skimming and Penetration Pricing strategies.
- 7) What is Accounting cycle? Mention an example of a simple transactions journal entry?
- 8) Discuss on Span of Control. How does it affect managing organization?
- 9) "Despite the plethora of theories of motivation, we are still in search of a suitable theory of motivation". Explain the statement.
- 10) What is Job Analysis? Discuss a job description of a Medical Administrator for a 100-bed hospital?

---