

Q.P.CODE:192-NR

DR NTR UNIVERSITY OF HEALTH SCIENCES:: VIJAYAWADA
M.D. DEGREE EXAMINATION – APRIL, 2018
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) Discuss any two tools used in strategic planning process with examples.
- 2) Define Benchmarking. Discuss balanced score card in terms of Manpower planning of an organization.
- 3) Managerial grid style with examples in an organization.
- 4) Define 'morale' and explain its relationship with productivity in an organization.
- 5) "All agreements are not contracts, but all contracts are agreements". Discuss.
- 6) Determine the basic variables of market segmentation in health care sector. What specific challenges exist in market segmentation of healthcare services?
- 7) Describe in detail SWOT analysis. What is its significance in organizations
- 8) What are advantages and disadvantages of inflation and appreciation in market in business of an organization?
- 9) What is effective decision making in hospital? What are various techniques in decision making?
- 10) Discuss on Sources of Finance to hospital projects.
