

**KALOJI NARAYANA RAO UNIVERSITY OF HEALTH SCIENCES
WARANGAL, TELANGANA STATE – 506 002**

M.D/ M.S DEGREE EXAMINATIONS: JUNE, 2023

HOSPITAL ADMINISTRATION

PAPER – I

(General Administration and Management in Hospital Field)

Time: 3 Hours

Max Marks: 100

Note: Answer all questions

Give Diagrammatic representation wherever necessary

Write a short essay on the following:

10 X 10 = 100

1. Discuss the history of development, uses and an implementation plan of Mc Kinsey's 7S management approach.
2. Describe the different pricing strategies that have evolved, in general. Describe in detail premium Pricing and Bundle Pricing Strategies.
3. Discuss the Span of Control in different setting – Indian, American, European Companies. How does span affect delegation and productivity.
4. Discuss on "Organising" function of a manager and describe the importance of coordination in an organization success.
5. Define and discuss on "Personality". Describe Myer and Briggs Personality type indicator (MBTI) and the Big 5 personality Model tests in identifying personalities.
6. Discuss with diagrams on working capital. Discuss the factors which determine the working capital of a company.
7. Discuss the difference between Telemedicine and e- Health. What are problems faced in starting the customers at rate a Telemedicine centre in a hospital.
8. Patients arrive at OPD new registration counter at a rate of 12 per hour. There is one clerk serving the customers at rate of 30 per hour.
 - a. What is the probability that there is no customer in counter(i.e the System is Idle).
 - b. What is the probability that there no 2 customers in the counter.
 - c. What is the probability that there is no customer waiting to be served.
 - d. What is the probability that customer is being served and nobody is waiting.
9. What is elasticity of demand and elasticity off supply. How do they affect business of health care sector discuss with few examples of each situation.
10. Discuss the process of implementing point based performance appraisal system in a medical college teaching hospital for Doctors. What are the Lacunae which can be overcome.
