

KALOJI NARAYANA RAO UNIVERSITY OF HEALTH SCIENCES
WARANGAL, TELANGANA STATE – 506 002
M.D/ M.S DEGREE EXAMINATIONS: OCTOBER 2025
HOSPITAL ADMINISTRATION
PAPER – I

Time: 3 Hours**Max Marks: 100****Note:** Answer all questions

Give Diagrammatic representation wherever necessary

Write an essay on the following:**10 X 10 = 100**

1. A Health care organization is faced by many challenges. The ability to deliver safe, effective, high quality care within organization with the right cultures is the responsibility of top management. However, conflicts exist as to what constitutes good practice in leadership and there is no perfect set of prescriptions for effective leadership.
 - a. Describe an effective leadership style for the above situation. **5**
 - b. Discuss the effective Traits of a leader. **5**
2. Explain “Inventory Turnover” outline the steps you will adopt for introducing Economic Order Quantity.
3. What is Depreciation? What are the methods in which depreciation is calculated? Illustrate with examples.
4. Adarsh Hi-Tech Hospital, Warangal is planning to purchase a medical equipment costing Rs. 5, 00,000. The estimated Cash Flows are given below. Find out when will the machine break-even the costs by finding the payback period of the investment. Also find out the Post Payback Profitability of the equipment.

Years	Cash Flows
1	20,000
2	30,000
3	1,50,000
4	2,00,000
5	1,55,000
6	1,20,000
7	1,00,000
8	75,000
9	40,000
10	5,000

5. Discuss how the Trademark Registration Criteria protects a Brand Identity.
Describe the process of Filing a patent in India.
6. Briefly describe the concept of relationship marketing. Describe importance of CRM (Customer Relationship Management) in Hospital Field.
7. Describe in detail SWOT Analysis. What is its significance in organizations?
8. What are direct costs, Indirect Costs, Prime Costs, Historical Costs Opportunity costs, discuss with example.
9. What is Motive and Motivations? Explain Alderfer's ERG motivation theory.
How does it compare with Maslow's needs Hierarchy?
10. Discuss the role of Committee in a Hospital? Describe a committee management.
