

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA HOSPITAL MANAGEMENT (HM)

31731- MARKETING MANAGEMENT

1. What is marketing? Describe the various traditional and modern concepts of marketing and explain with examples.
2. Define Branding. Why it is important? Explain the criteria marketers must evaluate before selecting a brand name?
3. When is Personal Selling more appropriate than other methods of Promotion? Explain with examples
4. Define on line marketing. Explain the recent trends in online marketing.
5. Explain the advantages of advertising ?

31732 - FINANCIAL MANAGEMENT

1. Explain briefly the decisions involved in Financial Management?
2. What are the different sources of long term Finance? State the merits of each source ?
3. What is working capital management? What is the need to maintain optimum working capital? Discuss the consequences of inadequate and excess working capital.
4. Describe the different types of dividend the dividend policy of a firm.
5. Describe the risks and cost of holding inventory ?

31733G1 - PRINCIPLES OF HOSPITAL MANAGEMENT

1. Discuss the role of leaders in hospital administrator ?
2. Explain business process outsourcing?
3. Mention the steps of decision making ?
4. What are the merits of business process outsourcing?
5. Brief ERG theory compare it with Maslow's theory of motivation.

31734G2 - HOSPITAL PLANNING AND DESIGNING

1. Explain the duties of a hospital architect?
2. Discuss the role of hospital planning team in selecting a site for establishing a hospital.
3. Discuss the need of interiors and graphics in hospitals.
4. Detail the significance in setting up and implementing standards in hospitals.
5. What is hospital designing? Explain the importance of sign boards in patient education?

31735G3 - MATERIALS MANAGEMENT IN HOSPITALS

1. Explain the spare part stocking policies for capital items?
2. Highlight the importance of stores location in a hospital.
3. Explain in detail the functional areas of material management
4. Write short note on imported medicines and medical equipments ?
5. How do you apply computers and MIS in material planning and inventory control?