

Printing Pages :2

Paper Code : MHA-209 C (SVSU:2021-22/R)

EnrollmentNo.														
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MHA

SECOND YEAR

Personnel Management

[Time : 3:00 Hours]

[Max. Marks : 70]

I Long Question : Answer Any Three

[10×3=30]

1. What is training? Explain types of On the job & Off the job training.
2. Explain Functions & importance of H.R.M.
3. What is Motivation? Explain Maslow's theory of need Hierarchy.
4. What is Personality? Explain types of personality.

II. Short Question: Answer any Five

[5×5=25]

1. Explain growth of H.R.M.
2. Explain components of Compensation.
3. What is Personnel Management? Differentiate HRM & Personnel Management.
4. Explain Piece rate wages system.
5. Explain perceptual process.
6. Explain about dispute redressal Committee.

III. Objectives Question: Answer All Question

[15×1=15]

1. Majority of the disputes in industries is (are) related to the problem of-
a. Wages b. Salaries c. Benefits d. All of Above
2. Committee for Solving a dispute in Organisation is-
A . Dispute Redressal Committee b. Problem Solving Committee
c. Administration Committee d. None of the above
3. Payment made to Workers of Factory is Called-
a. Wages b. Salaries c. Incentives d. None of the above
4. Giving Incentive to Employee Helps in-
a. Motivation b. Training c. Promotion d. None of the above
5. Industrial Disputes Act passed in year-
a.1947 b.1950 c.1956 d.1952
6. Which is the work of H.R. Manager-
a. Recruitment b. Selection c. Training d. All of Above

7. Wages Payment according to Production is called-
a. Piece Wages b. Time Wages c. Cash Wages d. All of Above
8. Which of the following is a benefit of employee training?
a. Improves morale
b. Helps people identify with organizational goals
c. Provides a good climate for learning, growth and co - ordination
d. None of the above
9. Seminar is a kind of Off the Job training-
a. YES b. NO
10. Which of the following is a barrier while doing human resource planning?
a. HR information often is incompatible with the information used in strategy formulation
b. Implementing human resource information system
c. Managing inventories
d. Supply forecast
11. Trade Unions are for the betterment of Workers-
a. YES b. NO
12. Extra Payment made to employees for their Target Achievement is Called-
a. Bonus b. Incentive c. Wages d. Salary
13. Which of these is a Off the Job Training Method-
a. Presentation b. Job Rotation c. Coaching d. None of the above
14. Which one of these is a Group of Workers?
a. Employee's Associations b. Trade Unions
c. NGO d. None of the above
15. Which is not the work of H.R. Manager-
a. Recruitment b. Selection
c. Training d. None of the above

EnrollmentNo.														
---------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MHA**IInd Year Examination****Subject Name: Financial Management****[Time : 3:00 Hours]****[Max. Marks : 70]****I Long Question : Answer Any three****[10×3=30]**

1. What do you understand by accounting equation? Explain with the help of imaginary example.
2. Distinguish between financial accounting and cost accounting.
3. Calculate the median from following data:

X	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
f	2	4	6	8	10	12	14	16	18

4. Calculate the correlation from the following data:

X	5	8	7	4	9	2	5	8	4
y	4	7	5	8	4	2	3	6	8

II. Short Question: Answer any five**[5×5=25]**

1. Differentiate between capital receipt and revenue receipt.
2. What do understand by zero base budgeting? State its importance.
3. Write short note on net profit ratio.
4. Write short note on financial statement.
5. "Statistics play an important role not only in the study of Economics and Commerce but also in actual business." Explain this statement.
6. What is meant by Time series analysis? Explain the types of it with examples.
7. Explain why classification of data is very important in statistics and also define it with their types and examples.
8. What do you mean by regression analysis and explain its applications with examples.

III. Objectives Question: Answer All Question**[15×1=15]**

1. Accounting provides data or information on
A) Income and cost for the managers B) Financial conditions of the institutions
C) Company's tax liability for a particular year D) All the above
2. Long term assets without any physical existence but, possessing a value are called
A) Intangible assets B) Fixed assets
C) Current assets D) Investments

3. The assets that can be easily converted into cash within a short period, i.e., 1 year or less are known as

- A) Current assets B) Fixed assets
- C) Intangible assets D) Investments

4. Copyrights, Patents and Trademarks are examples of

- A) Current assets B) Fixed assets
- C) Intangible assets D) Investments

5. The debts which are to be repaid within a short period (a year or less) are referred to as,

- A) Current Liabilities B) Fixed liabilities
- C) Contingent liabilities D) All the above

6. The science of collecting, organizing, presenting, analyzing and interpreting data to assist in making more effective decisions is called:

- (a) Statistic (b) Parameter (c) Population (d) Statistics

7. An orderly set of data arranged in accordance with their time of occurrence is called:

- (a) Arithmetic series (b) Harmonic series
- (c) Geometric series (d) Time series

8. The measure of central tendency listed below is:

- (a) The raw score (b) The mean (c) The range (d) Standard deviation

9. The measure of central tendency listed below is:

- (a) The raw score (b) The mean (c) The range (d) Standard deviation

10. The total of all the observations divided by the number of observations is called:

- (a) Arithmetic mean (b) Geometric mean
- (c) Median (d) Harmonic mean

11. The sample mean is a:

- (a) Parameter (b) Statistic (c) Variable (d) Constant

12. The Total of all the observations divided by the number of observations is called:

- (a) Arithmetic mean (b) Geometric mean
- (c) Median (d) Harmonic mean

13. The sum of the squares of the deviations about mean is:

- (a) Zero (b) Maximum (c) Minimum (d) All of the above

14. Ten families have an average of 2 boys. How many boys do they have together?

- (a) 2 (b) 10 (c) 12 (d) 20

15. The population mean μ is called:

- (a) Discrete variable (b) Continuous variable
- (c) Parameter (d) Sampling unit

Paper Code : MHA-211 B (SVSU:2021-22/R)

[illegible]

MHA-IInd Year Examination

Subject Name: - Marketing Management

[Time:- 3 Hrs]

[Max. Marks:-70]

I. Long Questions : Answer any three

[10 X 3= 30]

1. Explain Marketing Research? Elaborate the process of Marketing Research.
 2. Elaborate Promotion. Also discuss various promotional activities.
 3. What is meant by consumer buying behaviour? How can a marketer benefited by the study of consumer's post purchase behaviour?
 4. Differentiate between Penetration pricing and Skimming pricing. When these two pricing policies are most suitable to implement?
- II. Short Question: Answer any three** [10 X 3 = 30]

II. Short Question: Answer any Five

[5X5= 25]

1. Discuss Marketing Information System (MIS).
2. Write a short note on Medical Ethics.
3. What is PLC?
4. Write a short note on "Promotion of Business in Hospitals".
5. Explain the meaning of Advertising with example.
6. Discuss some promotional activities for the cash patients.
7. What is Marketing Mix?

III. Objective Questions : Answer all Questions [1X15= 15]

S.No	Question	Option A	Option B	Option C	Option D
1.	Which is the mode of pricing technique?	Market skimming	Market penetration	Elasticity	All of these
2.	Which is the ingredient of product mix?	Advertising	Personal selling	Public relation	All of the above
3.	Knowledge of which is necessary for effective selling skill.	Related market	Virtual market	Promotional market	Digital market
4.	Setting a low initial price to attract a large number of buyers quickly and cover the large market share is known as	Value based pricing	Penetration pricing	Going-rate pricing	Skimming pricing
5.	When different version of products are priced differently but in accordance to difference in their value then it is a form of	Product-form pricing	Product-line pricing	Segmented pricing	Psychological pricing

6.	_____ is the straight reduction in price on purchase during a stated period of time.	Sale	Allowance	Discount	None of these
7.	Profit maximization if the situation in which marginal cost is equal to _____	Marginal revenue	Segmented pricing	Price system	Seasonal discount
8.	A measure of sensitivity of demand to change in price is known as _____	Price elasticity	Break-even price	Cost-plus price	Inelastic
9.	What is more important in manufactured materials and parts?	Branding and advertisements	Price and services	Both a and b	None of the above
10.	Perceived value is made up of _____	Buyer's image of the product performance	Customer support	The channel deliverables	None of the above
11.	In going rate pricing an organization bases its price based on _____	Competitors price	Self decision	Consumers preferences	None of the above
12.	In Sealed bid auctions suppliers can submit only _____	Many bids	Depends	One bid	None of the above
13.	The discount provided by a manufacturer to trade-channel members if they do certain functions is termed as _____	Allowance	Functional discount	Rebate	Seasonal discount
14.	An additional payment planned to get reseller participation in special programs is known as _____	Allowance	Seasonal discount	Functional discount	None of the above
15.	Reduced prices to those who buy services or merchandise out of season is known as _____	Functional discount	Allowance	Seasonal discount	None of the above

**MASTER IN HOSPITAL ADMINISTRATION
II YEAR EXAMINATION
SUBJECT NAME-NURSING ADMINISTRATION**

[Time : 3:00 Hours]

[Max. Marks : 70]

I. Long Question: Any Three (3x10=30)

1. Define Staffing and explain the functions of staffing (10)
2. What are the ethical principles to be followed in the hospital(10)
3. Criteria of a Profession – Discuss(10)
4. How will you perform appraisal for staff in your hospital.(10)

II. Short Question: Any Five (5x5=25)

1. Objectives of Supervision
2. What are the nurses ethical challenge - discuss
3. Importance of Management in Nursing Services
4. Cyclic scheduling – Brief account
5. Different Modes of Advertisement – explain
6. What are the qualities of supervisor

III. Objective Questions: Answer all (15x1=15)

1. Which of the following is not an element of management?
a. Reporting b. Organizing c. Staffing d. Commanding
2. Characteristics of professional behavior is coined by
a. Houle b. Flexner c. Cunningham d. Webster
3. Practitioners control their own policies and activities is
a. Altruism b. Battery c. Tort d. Autonomy
4. The responsibilities of professional nurse except
a. Maintaining b. Effective c. Negligence d. standardsconfidentiality communication
5. The following are the Vital Steps in Developing and Managing a Guidance Program Except
a. Preparatory b. Deploying c. Implementing d. Appraisal
6. Ensures the protection of the human rights while pursuing the advancement of knowledge
a. Interpersonal b. Valuing
c. Professional Relationship Human being advancement d. None
7. _____ Concerned with the conduct, operation and management of the guidance program
a. Organization b. Administration c. Counselling d. None
8. The nurse patient ration in general wards on day shift should be
a. 01:01 b. 01:10 c. 02:06 d. 02:10
9. The Three elements that make nursing as a profession except
a. Maintenance b. acceptance c. Promotion d. Negligence
10. Identify the ethical term for: Duty to "do", promote good; care given is in the patient's best interest
a. Non maleficence b. Fidelity c. Beneficence d. Autonomy
11. Professionalism must be demonstrated by supporting counselling and assisting other nurses
a. True b. False
12. Workers are being autonomous in occupation
a. True b. False
13. The direction and control of guidance services flow from the chief administration officer in straight vertical line down to the assistants
a. True b. False
14. Norms are standards that guide, control and regulates individuals and communities
a. True b. False
15. Nurses are accountable for maintaining practice standards set by student nurses association of India
a. True b. False