

Enrollment No.

- IX** Human resource management is an amalgam of-
- Job analysis, recruitment, and selection
 - Social behavior and business ethics
 - Organizational behavior, personal management, and industrial relations
 - Employer and employees
- X** Temporary closing down the undertaking to force workers to accept the employer's demand is called
- Lockout
 - Layoff
 - Strike
 - Retrenchment
- XI** The conflicts and disputes between employers and employees on industrial matters are
- Industrial disputes
 - Human relations
 - Conflict relations
 - All of these
- XII** The relative worth of a job is known by
- Job design
 - Job analysis
 - Job evaluation
 - Job change
- XIII** The word MBO stands for
- Management by Organization
 - Management by Operation
 - Management by Objectives
 - None of these
- XIV** Personnel administration includes
- Employment
 - Recruitment
 - Interview & selection
 - Induction
 - All of these
- XV** ----- is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
- Training
 - Development
 - Motivation
 - Leadership

2. Answer in long (any ~~two~~) [3×10=30]

- Explain the HRD system.
- Explain in brief industrial settlement machinery.
- Explain in brief compensation management.
- What is HRM? Explain the process of HRM.

3. Answer in short (any Six) [6×5=30]

- What is an industrial dispute?
- Who works for Human resource management (Supporting staff)?
- Define Protection against sexual harassment in the workplace.
- Define grievance handling process.
- Explain the performance Appraisal process.
- Write a note on three actors of industrial relations.
- Define the management function of HRM.
- Write a note on:-
 - Lay-off
 - Strike

Printing Pages :2

Paper Code: MHA-210

C (SVSU:2023-24/R)

Enrollment No.

Course Name: 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. Explain the debit credit rules with the help of various types of accounts.
2. Distinguish between management accounting, cost and financial accounting.
3. Calculate the Correlation coefficient from the following data:

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

4. Calculate the Mode from the following data:

Marks	f
10 - 20	5
20 - 30	12
30 - 40	18
40 - 50	21
50 - 60	25
60 - 70	28
70 - 80	32
80 - 90	35

II. Short Question: Answer any five

[5×5=25]

1. Calculate the regression line from the following data:

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

2. What do you understand by time series analysis?
3. What do you mean by mean? Define their merits (advantages) and demerits (disadvantages).
4. What is meant by index number? Explain the types of it.
5. Explain briefly the various types of cost.
6. What do you understand by budget? Why it is prepared? Explain briefly
7. Distinguish between capital receipts and revenue receipts.
8. State the various advantages of accounting?

III. Objectives Question: Answer All Question

[15×1=15]

1. The sum of absolute deviations is minimum if these deviations are taken from the:
A. Mean B. Mode C. Median D. Upper quartile
2. Which of the following statements is correct?
A. The standard deviation of a constant is equal to unity
B. The sum of absolute deviations is minimum if these deviations are taken from the mean.
C. The second moment about origin equals variance
D. The variance is positive quantity and is expressed in square of the units of the observations
3. All odd order moments about mean in a symmetrical distribution are:
A. Positive B. Negative C. Zero D. Three
4. For a positively skewed distribution, mean is always:
A. Less than the median B. Less than the mode
C. Greater than the mode D. Difficult to tell
5. Bowley's coefficient of skewness lies between:
A. 0 and 1 B. 1 and +1 C. -1 and 0 D. -2 and +2
6. The mean deviation of the scores 12, 15, 18 is:
A. 6 B. 0 C. 3 D. 2
7. Standard deviation is always calculated from:
A. Mean B. Median C. Mode D. Lower quartile
8. In a symmetrical distribution, the coefficient of skewness will be:
A. 0 B. Q1 C. Q3 D. 1
9. When are balance sheets prepared?
A. Quarterly B. Yearly C. Monthly D. None of the above
10. What does a master budget include?
A. Material Budget B. Production Budget
C. Sales Budget D. All of the above
11. Transaction is referred as which event in accounting?
A. Political Event B. Economic Event
C. Dividend D. Cash Transaction
12. Recording financial transaction is part of?
A. Accounting B. Book Keeping C. Data Entry D. Journal
13. Who is an external user of financial statements?
A. Shareholders B. CEO C. Manager D. Creditor
14. What are Liabilities?
A. Resources of a Company
B. Expenses of a Company
C. Obligations of a Company
D. None of the above
15. Capital + Liabilities = ?
A. Revenue B. Assets C. Unearned Income D. Voucher

COURSE NAME- MHA

II YEAR EXAMINATION

Subject Name: Marketing Management

Paper Code-MHA-211

[Time : 3:00 Hours]

I. Long Question: Answer Any Three

[10X3= 30]

[Max. Marks : 70]

1. Define consumer behavior. Define various factors affect consumer behavior.
2. Give a detailed note on DAGMAR approach?
3. Explain the Social aspects of Marketing and also define its various content.
4. Give a detailed note on marketing mix.

II. Short Question: Answer Any Five

[5 X5=25]

1. Discuss the objectives of marketing for TPA patients in Hospitals?
2. Explain Marketing Research? What are the key objectives of marketing research?
3. Explain B2B marketing?
4. Define consumer decision making process.
5. What is marketing? Differentiate marketing and selling.
6. Discuss why study medical ethics?
7. Differentiate international and national advertising.

III. Objective question : Attempt all questions

[1X15=15]

S.no	Questions	Option A	Option B	Option C	Option D
1	ATL refers to	All to line	Above the line	Above the last	None of these
2	is the actions of consumers in the market place and the underlying motives for those actions	Consumer Behavior	Consumer Satisfaction	Consumer Services	None of these
3	Consumer will favor those product that have quality and innovative features known as	Selling concept	Product concept	Production concept	None of these
4	a type of marketing in which the marketers are responsible for determining who are the potential customers of a company, and the timings will be used to reach the customer	Corporate Marketing	Digital Marketing	Social marketing	None of these
5	What is first stage of consumer decision process	Purchase decision	Need recognition	Post purchase decision	Evaluation of alternatives
6	encompasses all the tools in the marketing mix whose major role is persuasive communication	Product	Place	Price	Promotion
7	The satisfaction and dissatisfaction depend on the relationship between consumer's expectations and the product's performance	Post purchase	Purchase	Services	Need
8	Recognition of work is which type of motivation	Monetary	Non-monetary	Negative motivation	None of these
9	Planning is Marketing means	Guiding people	Looking Ahead	Delegation of authority	Staffing
10	Marketing Management involves	Customer	Production	Sales	All of these
11	It involves reviewing the results from a program or activity to determine how well-intended objectives were achieved	Evaluation	Services	Production	Product
12	is encountered particularly when consumers are buying an expensive product	Dissonance Buying	Complex Buying	Variety Buying	None of these
13	Communication without words is known as	Object Communication	Non Verbal communication	Oral Communication	Written communication
14	DAGMAR concept was given by	Philip Kotler	Russell Colley	Maslow	None of these
15	DAGMAR concept proposed in	1961	1953	1957	1946

Printing Pages : 1

Paper Code: MHA-212

A (SVSU:2023-24/R)

Enrollment No.

Master of Hospital Administration
MHA- II year Examination
SUB: Nursing administration (212)

Time: 3hrs

Max Marks: 70

Note: Attempt all questions as per given instructions:-

Multiple choice question:-

(1X15=15)

1. Which of the following areas has the lowest chance of producing biomedical waste?
a) Hospitals b) Clinics c) Laboratories d) Agricultural lands
2. Which of the following is the first priority in preventing infections when providing care for a client?
a) Hand washing b) Wearing gloves
c) Using a barrier between client's furniture and nurse's bag d) Wearing gowns and goggles
3. Which of the following is not considered biomedical waste?
a) Animal waste b) Microbiological waste c) Chemical waste d) Domestic waste
4. Which of the following diseases appeared as a public health concern in the last quarter of the 20th century?
a) Smallpox b) Tuberculosis c) HIV/AIDS d) Malaria
5. Who is the Chairman of the National Disaster Management Authority (NDMA)?
a) President b) Prime Minister c) Defence Minister d) Home Minister
6. Which of the following is categorized as an incineration waste?
a) Incineration ash b) Animal waste c) Solid waste d) Cytotoxic drugs
7. The main components of disaster management include:
a) Preparedness at the personal level before the disaster.
b) Preparedness at the community level before the disaster.
c) To depend on others for prevention.
d) To have no knowledge of disaster management.
8. High level, corporate suite nursing positions may include:
a) Chief Nursing Officer b) Nurse supervisor c) Nurse practitioner d) Nurse anesthetist
9. Which of the following concepts is defined as the process of choosing suitable candidate for a job from among the available candidate.
a) Selection b) Recruitment c) Placement d) Evaluation
10. Which one of the tests measures the applicant's level of knowledge and skill in a particular job in which one he will be appointed?
a) Personality Test b) Achievement Test c) Interest Test d) Aptitude Test
11. Cytotoxic and expired drugs are disposed of by
a) Dumping b) Autoclave c) Incineration d) Chemical Disinfection
12. Information technology deals with:
a) Information b) Data c) Knowledge d) All of the above
13. Life of Water type fire extinguisher is:
a) Five years b) Ten years c) Fifteen years d) None of the above
14. What type of waste disposal do all Hospital need.
a) Biomedical Waste Disposal b) Furnace waste disposal
c) Recycling waste disposal d) None of the above
15. Pathological waste depends on:-
a) Tissues b) Animal carcasses c) Blood and body fluids d) All of the above

Q. No. 2 Answer Long (any three)

(3X10=30)

1. Define BMW. Discuss Modern technology for handling BMW.
2. Explain the process of recruitment of staff.
3. List the branches of specialization in nursing practice.
4. Explain the methods of monitoring and controlling of cross infection.

Q. No. 3 Short Note (any five)

(5X5=25)

1. Digital maintenance of medical records.
2. Disaster Management.
3. Application of computer in Hospital.
4. Nursing Organization structure.
5. Elaborate the function of management.
6. ERP system with all module.