



ANNAMALAI UNIVERSITY

DIRECTORATE OF DISTANCE EDUCATION

M.B.A. HOSPITAL MANAGEMENT

SECOND SEMESTER

Academic Year : 2021 - 2022

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **FIVE** papers (Course) as per instructions.

Last date for submission -: **15.05.2022**

Last date for submission with late fee ` **300/-** : **31.05.2022**

NOTE:

1. Assignments sent after **31.05.2022** will not be evaluated.
2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on A4 paper on one side only.
4. All assignments (with Enrolment number marked on the Top right-hand corner on all pages) should be put in an envelope with superscription "**MBA-HM Assignments**" and sent to **The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002** by **Registered post**.
5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on **FIVE** questions in each Course. For each question the answer should not exceed **4-pages**. Each assignment carries **25 marks** (5 questions x 5 marks = 25). You are expected to write **FIVE** assignment questions for every course.

Dr. R SINGARAVELU
DIRECTOR

542E1210–PURCHASE AND MATERIALS MANAGEMENT

1. Explain different types of purchasing and enumerate its importance.
 2. Describe the duties and responsibilities of the purchase manager?
 3. What is Procurement Life Cycle? Explain.
 4. Explain the main objectives of materials management.
 5. Why is security important in stores?
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542E1220 - HEALTH COMMUNICATION

1. Define health communication and list out the types.
 2. What are the differences between intrapersonal and interpersonal communication?
 3. Explain transactional analysis in detail.
 4. What are the ethical issues in health communication?
 5. Discuss recent trends in health communication.
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542E1230 – STRATEGIC MANAGEMENT FOR HOSPITAL

1. What are the steps involved in a strategic plan? Explain with examples from Hospital Industry.
 2. Illustrate stability, expansion and retrenchment strategies towards Hospitals.
 3. Examine the importance of Porter's generic strategies.
 4. Define Competitive Position. What are the ways to determine the assessment of the Competitive Position?
 5. What do you mean by the term Resource Audit? Examine in detail.
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542E1240 - BIO-STATISTICS AND RESEARCH METHODOLOGY

1. The probable problems in managing the hospitals and other paramedical services and its scope for taking up research project in the short span of six months' time.
 2. Determination of sample size for an infinite and finite population and selection of sample using proportionate and disproportionate sampling design.
 3. The measuring scales and various scaling points used in the review of progress of managing hospitals.
 4. The alternative distribution of data series available for tests of hypothesis and its applications in research studies of hospital management.
 5. Draw the format of research reports adopted in hospital management.
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542E1250 – HOSPITAL INFORMATION SYSTEM

1. List the various advantages and disadvantages in all the generations of computer.
 2. Discuss in detail about various types of computers.
 3. Explain the various processes in the patient support system.
 4. What can you do with Tele Health? Explain in detail.
 5. Describe the career growth of informatics in future.
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