PGIIS-262-B-21

P.G.D.H.M - II Semester Degree Examination

COMMERCE

Computer Applications in Business

Paper : HC - 2.1

Time : 3 Hours   **Maximum Marks : 80**

Instructions to the Candidates:

Attempt **All** the Sections.

SECTION - A

Answer the following Sub-questions. Each Sub-question carries **Two** marks.(10×2=20)

1. a) Mention the examples of various input and output devices.

   b) What is system software?

   c) What are RAM and ROM?

   d) Define secondary memories.

   e) Mention the important features of MS-Excel

   f) What are HTTP and WWW?

   g) Define WAN.

   h) Mention the important components of Email.

   i) Define any three advantages of mail-merge feature in word document.

   j) Define any two important features of Internet.

SECTION - B

Answer any **THREE** questions. Each question carries **Five** marks.   (3×5=15)

2. Discuss the various secondary storage devices used in computer systems.

3. What is Software? Differentiate between System Software and Application Software.

4. Mention the steps required for creating and printing of word document.

5. Discuss the various tags used in HTML document.

6. What is Mail-Merge? Discuss its importance.

SECTION - C

Answer any **THREE** questions. Each question carries **Fifteen** marks.   (3×15=45)

7. What is Computer? Draw a neat diagram of a computer system and Explain its various units with suitable examples.

8. Write a note on the following:

    a) Mention the steps required for CUT, COPY and PASTE in word document.

    b) Procedures for inserting header and footer in word document.

    c) Naming schemes for HTML documents.

9. Explain with neat diagram of computer network topologies with suitable examples.

10. Discuss client-server model with suitable diagram and also mention the advantages of client server model.

11. Explain the concept of Website and Web-browsers and also mention the advantages of web server.

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P.G.D.H.M. II Semester Degree Examination

COMMERCE

Environment for Health Care Management

Paper - HC 2.2

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

    *Attempt **ALL** the Sections.*

SECTION - A

1. Answer **ALL** the sub - questions. Each sub-question carries **2** marks.   (10×2=20)

    a)   What is Gratuity?

    b)   What are the diseases covered under epidemic deseases Act?

    c)   When did food adulteration Act came into existence?

    d)   Define quality under medical care.

    e)   State the reasons for negligence in medical care.

    f)   What is Medical constant?

    g)   What do you mean by mental illness?

    h)   What is mortality?

    i)   Define Medical unethics.

    j)   What is clinical health?

SECTION - B

Answer any **THREE** questions. Each question carries **5** marks.   (3×5=15)

2. What are the provisions of shops and establishment Act?

3. Discuss the problems of medical malpractices.

4. What are the issues in death cases? Elucidate.

5. Explain the process of developing and implementing values in administration.

6. Discuss the importance of preventive health care in India.

SECTION - C

Answer any **THREE** questions. Each question carries **15** marks. (3×15=45)

7. Elaborate the provisions of Trade Union Act.

8. What are the provisions of payment of Gratuity Act? Explain.

9. Explain the provisions of medical law in relation to doctor patient relationships.

10. Discuss the Drug control policies of Governments.

11. Elucidate the national health policy of government of India.

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PGDHM (Diploma) II Semester (CBCS) Degree Examination

COMMERCE

Marketing of Health Care Operations

Paper - SC 2.4(A)

Time : 3 Hours   **Maximum Marks : 80**

Instructions to Candidates: Attempt **all** the sections.

SECTION - A

Answer the following sub - questions. Each sub-question carries **2** marks.   **(10×2=20)**

1.   a)   Define marketing.

     b)   What is segmentation?

     c)   What is direct marketing?

     d)   List out the nature of service costs.

     e)   What is service guarantees?

     f)   What is quality audit?

     g)   What is service pricing policy?

     h)   Define Positioning.

     i)   Define marketing communication.

     j)   What is customer relationship management?

SECTION - B

Answer any **three** questions. Each question carries **5** marks.   **(3×5=15)**

2.   Explain the role of marketing in modern organisation.

3.   Write a short note on service leadership.

4.   Describe the service quality as profit strategy.

5.   Explain the factors affecting the location of a service.

6.   What are the factors influencing customer expectation of health care services?

SECTION - C

Answer any **three** questions. Each question carries **15** marks. **(3×15=45)**

7. Discuss in detail the elements of service marketing mix.

8. Explain in detail segmentation targeting and positioning in health care industry.

9. What are the issues involved in pricing of services? Explain physical environment as a hospital marketing.

10. Explain in detail complaint handling and service recovery. Enumerate the impact of service recovery efforts on customer loyalty.

11. Explain the role of marketing communication promotion mix in health care marketing.

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P.G.D.H.M. II Semester (CBCS) Examination
COMMERCE
Legal Issues in Hospital Management
Paper - SC - 2.4(B)

Time : 3 Hours   **Maximum Marks : 80**

Instructions to Candidates:

Attempt ALL the Sections.

SECTION - A

1.   Answer the following sub - questions. Each sub-question carries 2 marks.   **(10×2=20)**

   a)   Define private hospital.

   b)   State the features of public hospital.

   c)   State any three difference between agreement and contract.

   d)   What are the objectives of Indian medical council act?

   e)   Define code of ethics.

   f)   What do you mean by dying declaration?

   g)   State the legality concerning the termination of abortion.

   h)   Mention any three rights of a patient.

   i)   What is organ transplantation?

   j)   What is euthanasia?

SECTION - B

Answer any **THREE** questions. Each question carries **5** marks.   **(3×5=15)**

2.   Explain the procedure involved in the establishment of public hospital.

3.   Explain the requisites of a valid contract.

4.   Write a short note on hospital as 'bailer'.

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5. Explain the legal aspects relating to sale and administration of drugs.

6. What are the valid requirements of domestic enquiry? Explain.

SECTION - C

Answer any **THREE** questions. Each question carries **15** marks.   (3×15=45)

7. Discuss in detail the provisions of medical council Acts concerning the private and public hospitals.

8. Enumerate the application of labour enactments pertaining to hospital sector.

9. Discuss the regulatory aspects concerning the organ transplantation in India.

10. Do you agree that consumer protection act really protects the interest of the patients? Explain.

11. Explain the legal consequences of violation of code of ethics by a hospital.