



Centre for Distance Learning

(Approved by Joint Committee of UGC-AICTE-DEC)

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MPDBA 301: STRATEGIC MANAGEMENT

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define strategy. What are the various levels at which a strategy may exist.
2. Explain the process of strategic management.
3. Briefly summarize what you understand by external environment and its importance for business.
4. Explain 'SWOT Analysis'. What are its merits and demerits.
5. Explain the concept of low-cost leadership in the present context.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Explain the concept of differentiation strategy. Illustrate your answer with suitable examples.
7. What is corporate level strategy? Briefly explain different corporate strategies.
8. What is a turnaround strategy? When it becomes necessary? Describe different steps involved in turnaround process.
9. Write short notes on: a. Policy b. Divestment
10. write short notes on
a. Shared values b. Experience curve

MBA-3 HM

1

MPDBA 302: ENTREPRENEURSHIP AND SMALL INDUSTRY

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Designing and implementing an entrepreneurship policy will help to generate many entrepreneurs in India-Discuss.
2. What are the new avenues for start-up ventures in India. Explain in brief
3. What are the characteristics of entrepreneurs? Identify the important characteristics of entrepreneurs with examples?
4. What is incubation? Explain its role in entrepreneurial startups.
5. Write the meaning and significance of Business Plan

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Describe 'SIDBI, and what its functions towards small industrial development are?
7. What do you mean by project appraisal? Explain various types of analysis used in project appraisal.
8. What are problems and hurdles facing by Indian women entrepreneurs? Discuss
9. What are the two vital aspects of marketing strategy and the purpose for starting a new business.
10. Explain the status of family business enterprise in India.

MBA 3 HM

2

MPDHM 312: PLANNING, ORGANIZATION AND MANAGEMENT OF HOSPITAL SERVICES

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define Supportive services. Enumerate the need and significance of supportive services.
2. Bring out the design and functional areas along with organizational setup of food service department in hospital.
3. Explain various factors determining the staffing in pharmacy division of hospital.
4. What are the facilities needed for the laundry services in hospitals.
5. State and explain the aspects of location, space requirements of housekeeping department in a hospital.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. What are the important contents of medical records?
7. Devise your own maintenance programme for a hospital. What type of maintenance do you think suitable for a hospital.
8. Briefly state the functions of electrical and instrumentation services in hospitals.
9. Explain the standards for materials used in plumbing systems in hospitals.
10. Discuss on human waste and health system in hospitals. Write a note on disposal of wastewater.

MBA 3 HM

3

MPDHM 313: TOTAL QUALITY MANAGEMENT AND ACCREDITATION OF HOSPITALS

ASSIGNMENT- 1 5 X 3 =15 Marks

1. What do you understand by TQM? Explain its relevance today for hospital management.
2. Describe your understanding of QI in a hospital and health care perspective.
3. Explain most widely used process improvement model for quality improvement in hospitals.
4. Explain the importance of organizational culture in today's global hospitals.
5. Explain the benefits of Case Management for TQM in hospitals.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Classify the basic categories of Medical technology used in Hospitals today.
7. Describe the role of HRD in hospitals for maintaining its functional quality.
8. What is the role of hospital infrastructure in infrastructural quality in hospitals?
9. Describe the role played by quality improvement teams in hospitals?
10. What is participative management in hospitals.

MBA 3 HM

4

MPDHM 314: HOSPITAL MANAGEMENT INFORMATION SYSTEMS

ASSIGNMENT- 1 5 X 3 =15 Marks

- 1.What is HMIS? Differentiate between MIS and HMIS
- 2.List out the HMIS opportunities for hospital management
- 3.Why do patients like telemedicine and telehealth?
- 4.What are the major marketing strategies telemedicine?
- 5.Explain the features required for a hospital information systems implementation.

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6.What advantages do you see in MS office application to hospitals?
- 7.Explain briefly about the legal implications of HIPAA.
- 8.How confidentiality is maintained in the hospitals?
- 9.Explain the process of knowledge management in Telemedicine.
- 10.Distinguish between internet and intranet health care systems.

NOTE:

- 1) Last date for submission of assignments for all the courses / papers is- 14.10.2017
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25.10.2017 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 26th October, 2017.
- 3) Assignments are to be written in the Book-lets provided by CDL and other formats are not accepted.
- 4) Answer all 10 questions, in a single book only.