



GITAM
UNIVERSITY

(Estd. u/s 3 of the UGC Act, 1956)

Centre for Distance Learning

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

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MPDBA 401: ENTREPRENEURSHIP AND SMALL INDUSTRY

ASSIGNMENT – I 5 X 3 =15 Marks

1. “Entrepreneurship is a process of giving birth to an enterprise”. Discuss
2. Explain the growth and stabilization strategies for the development of a Small Enterprise
3. Discuss the role of State Financial Corporations in establishing the SSE
4. Explain the various sources of institutional finances available to the small scale enterprises in India
5. Explain the various Financial Management issues associated with SSE

ASSIGNMENT – II 5 X 3 =15 Marks

6. What do you understand by OSI? Discuss with examples the techniques used for opportunity identification.
7. How to start a new enterprise? Elaborate
8. How to forecast and assess the market for the products of SSE? Explain
9. Discuss the Marketing problems faced by the SSE and how to overcome them.
10. Explain the procedure to start a small scale enterprise. What are the opportunities for it?

MPDBA402: STRATEGIC MANAGEMENT

ASSIGNMENT – I 5 X 3 =15 Marks

1. Describe the features of effective strategic control systems
2. How does the GE planning grid differ from the BCG matrix?
3. Discuss in detail the generic strategies
4. Discuss the four facets of the environment of strategic management
5. Explain the various phases of strategic management process

ASSIGNMENT – II

5 X 3 =15 Marks

6. Briefly discuss the strategic evaluation and control process model
7. What factors have to be considered for choosing comparable firms for the purpose of competitive analysis?
8. Elaborate different types of diversification strategies
9. Explain the following:
 - i) Strategy evaluation
 - ii) Strategic alliances
 - iii) Revenue centre
10. “One of the major dilemmas of corporate level strategist is the short-term and long term trade-off decisions” – Comment

MPDHM409: PATIENT CARE MANAGEMENT

ASSIGNMENT – I

5 X 3 =15 Marks

1. What is front office? Explain the qualities required for Receptionist.
2. List out the major opportunities for patient care management
3. Why do patients do not have interest in telemedicine and telehealth?
4. What are the policies and procedures of an emergency department?
5. Explain the features required for a hospital information systems implementation.

ASSIGNMENT – II

5 X 3 =15 Marks

6. What advantages do you see in proper maintenance of operations theatre?
7. Explain briefly about the legal implications of HIPAA.
8. How confidentiality of data relating to patient is maintained in the hospitals?
9. Explain the process of therapy department.
10. Distinguish between internet and intranet health care systems.

MPDHM410: LEGAL FRAMEWORK OF HOSPITAL MANAGEMENT

ASSIGNMENT – I

5 X 3 =15 Marks

1. Define informed consent and discuss the importance and relevance of consent.

2. Discuss the liability of a doctor under the concept of informed consent and what are the exceptions to the concept.
3. Define a consumer and explain the importance of consumer protecting act and what are the rights of a consumer recognized under the act?
4. Define a complaint and explain the procedure for making a complaint and on receipt of the complaint.
5. Explain the test for determining deficiency of service and discuss the case law relating to deficiency of service under the act.

ASSIGNMENT – II 5 X 3 =15 Marks

6. Discuss the constitution and functions of the medical council of India.
7. Explain the objectives and regulations of genetic counseling centres, laboratories and clinics.
8. Define clinical establishment and what are the objectives of the act.
9. Explain the procedure for registration and regulation of hospitals under Human Organs Act.
10. Discuss the origin, scope and salient features of Right to Information Act.

NOTE:

- 1) Last date for submission of assignments for all the courses / papers is- 14th March for May exams or 14th October for Dec exams
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25th March for May exams or 25th October for Dec exams per each assignment of a courses / paper and under any circumstances the assignments will not be accepted from 26th March/October for May/Dec exams.
- 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.