



**GITAM**  
**Deemed to be 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 301 – STRATEGIC MANAGEMENT**

**ASSIGNMENT – 1 5 X 3 = 15**

1. Discuss the process of formulating mission and objectives
2. Discuss the usefulness of the BCG matrix as the corporate strategy process
3. Discuss the industry analysis in order to find out the growth of the industry
4. Discuss the internal, external parties and measures of corporate governance
5. Explain ‘SWOT Analysis’. Why is it important for an organization to follow ‘SWOT Analysis’?

**ASSIGNMENT – 2 5 X 3 = 15**

6. Differentiate business level strategies from functional level strategies
7. Explain the role of corporate governance in the process of strategic management
8. Elucidate the components of Michael Porter’s five forces model in detail
9. Elaborate the types of corporate level strategies in detail
10. Discuss the factors affecting strategic choice

MBA-3HM 1

**MPDBA 302 – ENTREPRENEURSHIP & SMALL INDUSTRY**

**ASSIGNMENT – 1 5 X 3 = 15**

1. How is the price of a product fixed? Exemplify when the pricing strategies of skimming pricing and penetration pricing are suitable
2. Discuss the need for institutional support to small business enterprises
3. Define a business plan. List out the various stages involved in formulation of a business plan
4. Describe the role which State Small Industries Development Corporation play in developing small enterprises in India
5. What are the various stages involved in deciding the product design of a new product? Explain.

**ASSIGNMENT – 2 5 X 3 = 15**

6. Elaborate the selection procedure adopted in small business enterprises
7. How the family business different from other typical businesses? Explain the pitfalls and importance of family business
8. Define business plan and explain the significance of business plan
9. Elaborate the functions of marketing management in the organization
10. Examine the problems faced by women entrepreneurs in India

MBA-3HM 3

**MPDHM 312: PLANNING, ORGANIZATION AND MANAGEMENT OF HOSPITAL SERVICES**

**ASSIGNMENT – 1 5 X 3=15 Marks**

1. Mention the characteristics of a good Hospital Waste Disposal System
2. What are the various forms of supportive services in a hospital? Explain in brief
3. Explain the importance of Medical Records and its functions. What are the characteristics of a good Medical Record and the legal implications related to Medical Records?
4. What are the emergency services in the hospitals? How do the public choose the health care services?
5. Explain clearly various functions of Hospitals in Modern Hospital management

**ASSIGNMENT – 2 5 X 3=15 Marks**

6. What are the various factors influencing the hospital plan
7. How to plan and design for ICU
8. Explain the role of Management Information Systems (MIS) in Hospital planning.
9. Describe the Functions and Planning of Radiology and Imaging services.
10. Explain the role of patient medical records in hospital management.

MBA-3HM 2

**MPDHM 313: TOTAL QUALITY MANAGEMENT AND ACCREDITATION OF HOSPITALS**

**ASSIGNMENT – 1 5 X 3=15 Marks**

1. Explain in detail about the concept of total quality management in Indian Hospitals
2. How to understand the customer’s need and identify the processes to meet the customer’s need in Hospitals
3. Define Re-Engineering, TQM. Distinguish between Re-Engineering and Total Quality Management?
4. What is Marketing Audit? Explain the importance and objectives of Marketing Audit in
5. What is benchmarking? And explain the steps involved in benchmarking

**ASSIGNMENT -2 5 X 3=15 Marks**

6. Correlate the Crosby's Absolutes for Quality Management philosophy to the Indian hospitals
7. What is Marketing Audit? Explain the importance and objectives of Marketing Audit in Hospitals
8. Explain about the philosophy of CQI.
9. What are the steps in Organizational focus for bettering quality in hospitals?
10. Write about International Organization for Standardization

MBA-3HM 4

**MPDHM 314: HOSPITAL MANAGEMENT INFORMATION  
SYSTEMS**

**ASSIGNMENT -1                      5 X 3=15 Marks**

1. Explain the origin and growth, development of generations of computers in Hospital services
2. What are the basic functions of an Operating System?  
Distinguish between Windows Operating System and MS Dos in Hospital Management
3. State the legal issues relating to Hospital Information Systems
4. Explain the applications of Internet and Intranet in health care systems
5. Explain internal and external evolution of information system in hospital

**ASSIGNMENT -2                      5 X 3=15 Marks**

6. Explain the features of MS-Word and its application in hospitals
7. What is globalization? Discuss the impact of globalization on health care in an Indian context
8. How to create queries and forms by using Ms Access?
9. Explain about medical ethics and code of conduct to be observed on medical services
10. What are the information systems in back office and various departments of hospitals?  
Explain.

**NOTE:**

- 1) Last date for submission of assignments for all the courses / papers is- 30.11.2022
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 12.12.2022 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 13th December, 2022
- 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.