

01256

**POST GRADUATE DIPLOMA IN
HOSPITAL AND HEALTH MANAGEMENT**

Term-End Examination

December, 2013

**DHHM-01 : INTRODUCTION TO MANAGEMENT-I
INTRODUCTION TO MANAGEMENT-II**

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory.*

1. (a) Discuss the various elements of communication.
(b) Explain the importance of communication in an organisation.
(c) Describe in brief the barriers in communication process. **3+6+6**
2. (a) Describe the pre-requisites for selection and procurement of medical equipments. **7+8**
(b) How would you ensure the effective utilisation of medical equipments?
3. Write short notes on **any four** of the following : **5x4**
(a) Induction Training
(b) PERT
(c) Types of Budget
(d) Cost containment programme in hospitals
(e) Span of Control
4. Write short notes on **any four** of the following : **5x4**
(a) Leadership Styles
(b) Collective Bargaining
(c) Balance Sheet
(d) Health Insurance
(e) Cost effective and cost benefit analysis