

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

Term-End Examination

December, 2011

01370

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

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions.

1. Discuss the basic concepts and functions of Management. Comment upon its applicability to modern day hospital situation. Justify. 15
2. "Motivation multiplies performance whilst knowledge and ability have an additive effect only." Describe the approach to motivate hospital staff in the light of relevant theories of motivation. 15
3. Write short notes on *any four* of the following : 5x4=20
 - (a) Value analysis
 - (b) Cost containment
 - (c) Break even analysis
 - (d) Buffer stock
 - (e) Feed back loop

4. Write short notes on *any four* of the following : 5x4=20
- (a) Marketing Mix
 - (b) Elements of Communication
 - (c) Tools of financial control
 - (d) Classification of budgets
 - (e) Equipment audit.
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