

01861

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

Term-End Examination

December, 2010

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

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. (a) Define recruitment, selection, placement, induction and their relationship. 8+7=15
(b) Describe the objectives of training and various methods of training needs assessment.

2. (a) Explain the term marketing and its scope in health care services. 7+8=15
(b) Discuss the unique characteristics of services and their marketing implications.

3. Write short notes on *any four* of the following : 5x4=20
- (a) Methods of cost analysis.
 - (b) Tools of financial control.
 - (c) Maintenance and repairs of hospital equipments.
 - (d) Economic Order Quantity (EOQ).
 - (e) Condemnation and disposal of stores.

4. Write short notes on *any four* of the following : 5x4=20
- (a) Roles and functions of leadership.
 - (b) Process theories of work motivation.
 - (c) The management processes.
 - (d) Quality circles.
 - (e) Integration of organisational tasks and activities.
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