

Directorate of Distance Education
Swami Vivekanand Subharti University
II Year

MASTER OF BUSINESS ADMINISTRATION
(MBA-HD)

MBA-HD/ASSIGN/ III/SEM/A-2020-21

Assignments

(For JUNE Academic Batch-2020-21)

MBA-HA-301, MBA-HA -302, MBA-HA -303, MBA-HA -

304, MBA-HA -305, MBA-HA -306, MBA-HA-307



DIRECTORATE OF DISTANCE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY

Subhartipuram, NH-58, Delhi-Haridwar-Meerut

By-Pass Road, Meerut- 250 005

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Detail of Program

Course Code	Name of the subject	Page No
MBA-HA-301	Strategic Management	3
MBA-HA-301	Business Environment	4
MBA-HA-303	Legal And Ethical Issues For Hospitals	5
MBA-HA-304	Hospital Engineering & Services	6
MBA-HA-305	Medical Audit And Quality Management	7
MBA-HA-306	Hospital Services Marketing	8
MBA-HA-307	Hospital Waste Management	9

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Course Code : MBA - 301
Course Title : Strategic Management,
Assignment No. : MBA - 301
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. What do you understand by corporate culture?
Q.2. Explain environmental threat and opportunity profile (ETOP).
Q.3. What are the key elements in the strategic management process?
Q.4. Write the process of M.B.O.
Q.5. Write the process of Strategic Management.

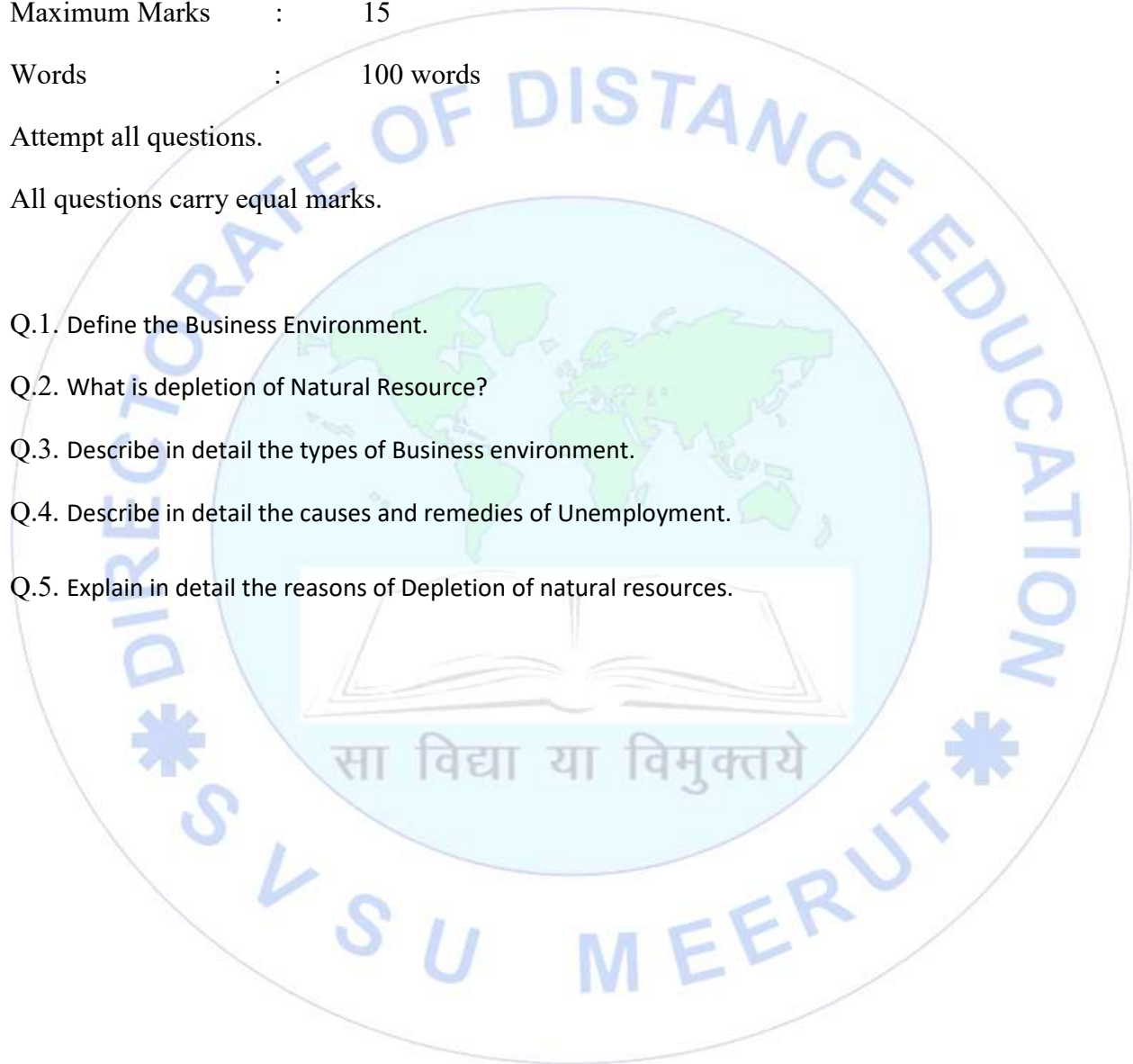
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Course Code : MBA - 2
Course Title : Business Environment,
Assignment No. : MBA - 2/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. Define the Business Environment.
Q.2. What is depletion of Natural Resource?
Q.3. Describe in detail the types of Business environment.
Q.4. Describe in detail the causes and remedies of Unemployment.
Q.5. Explain in detail the reasons of Depletion of natural resources.



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Course Code : MBA-HA-303
Course Title : Consumer Behavior & Marketing Comm
Assignment No. : MBA-HA-303/A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Legal And Ethical Issues For Hospitals

- Q.1. Write a short note on UNICEF.
Q.2. What do you Understand about National health policy & Population policy 2000?
Q.3. Write a short note on World Bank.
Q.4. Explain Health care infrastructure.
Q.5. Write a short note on UNDP.

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Course Code : MBA-HA-304
Course Title : Hospital Engineering & Services
Assignment No. : MBA-HA-304/ A-2020-21
SLM Code : M-215
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. Discuss on standards for centralized medical gas system in multi specialty hospitals.
- Q.2. Write a short note on Hospital Engineering.
- Q.3. Explain the changing role of hospitals in India.
- Q.4. Write a short note on Hospital Services.
- Q.5. Design a building requirement of service zone of a hospital.

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Course Code : MBA-HA-305
Course Title : Medical Audit And Quality Management
Assignment No. : MBA-HA-305/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. What is equipment audit.
Q.2. What is TQM?
Q.3. Describe the Direct and Indirect methods. How it is monitored.
Q.4. Briefly explain the concepts of TQM in a 200 bedded corporate hospital
Q.5. What is Accreditation process and what are the motives for doing cleanical audit.

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Course Code : MBA-HA-306
Course Title : Hospital Services Marketing
Assignment No. : MBA-HA-306/A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

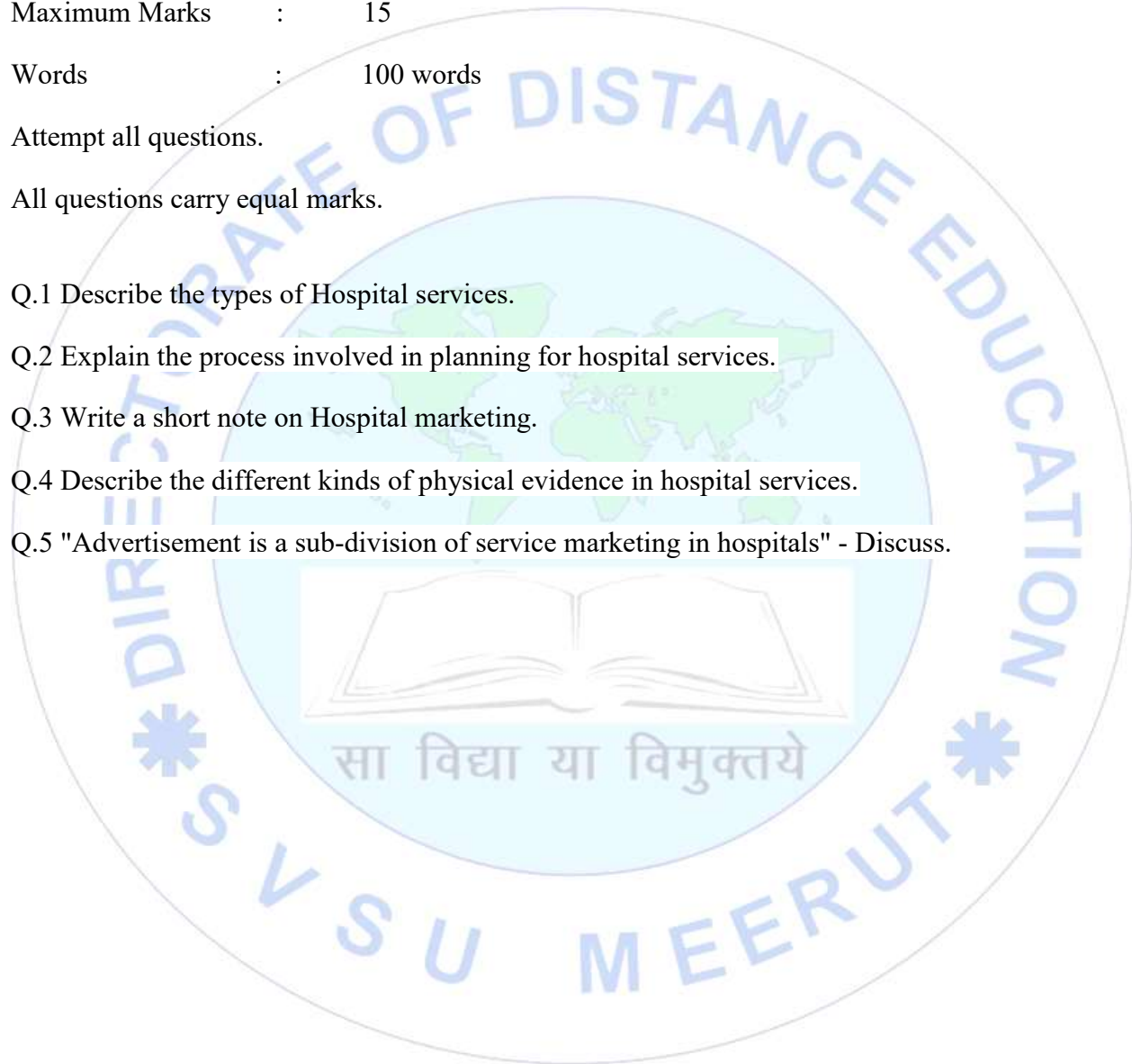
Q.1 Describe the types of Hospital services.

Q.2 Explain the process involved in planning for hospital services.

Q.3 Write a short note on Hospital marketing.

Q.4 Describe the different kinds of physical evidence in hospital services.

Q.5 "Advertisement is a sub-division of service marketing in hospitals" - Discuss.



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Course Code : MBA-HA-307
Course Title : Hospital Waste Management
Assignment No. : MBA-HA-307/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1 Write a short note on Hospital waste management.
- Q.2 Discuss the various treatment technology available for health-care waste.
- Q.3 Discuss the various treatment technology available for health-care waste.
- Q.4 How disinfection is carried out in hospital to safeguard from medical wastes?
- Q.5 Describe the advantage for waste management.