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**PGDHMM-II**  
**1<sup>st</sup> Year Examination, Calendar Batch 2017**  
**Introduction to Management-II**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

*Note. Attempt any **five** questions. Each questions carry equal marks.*

- Q.1** Describe the procedure for procurement of Imported Equipment?
- Q.2** What is zero based budgeting? Briefly describe the process of zero base budgeting and list its advantages.
- Q.3** Explain: "Utilization index is the parameter to assess the productivity of service or equipment."
- Q.4** What is audit? What are its advantages? Why a hospital be subjected to audit.
- Q.5** What do you understand by elasticity of demand? Explain the different elasticity's of demand?
- Q.6** What is cost? Describe total cost marginal cost and average cost along with its curves and schedule.
- Q.7** Discuss the importance of word of mouth communication for healthcare services?
- Q.8** Discuss the problems associated with cost based pricing in health services. What are the ways to overcome these problems?