

**QP Code:101380**

**Reg. No.:.....**

**First Year MHA Degree Examinations, September 2013**

**PAPER I –GENERAL MANAGEMENT**

**Time: 3 Hours**

**Max Marks: 100**

- **Answer all the questions**
- ***Draw diagrams wherever necessary***

**Essays:** (2x20=40)

1. Classify and describe four general skills and four specific skills that affect managerial effectiveness and discuss their applicability in hospitals.
2. Define motivation. Enumerate various motivation theories. Discuss in detail Maslow's hierarchy theory.

**Short Essays:** (2x10=20)

3. Discuss the managerial control techniques
4. Discuss the SWOT analysis in detail. Exemplify with a SWOT analysis of starting a cosmetology center in a city in Kerala.

**Short notes:** (8x5=40)

5. Induction and its importance in an organization.
6. Describe job rotation with two examples.
7. Advantages of trade unionism.
8. Delegation and its merits.
9. Span of control.
10. Efficiency and effectiveness with healthcare example each.
11. Mission and vision statement with an example for an NGO in care of disabled people.
12. Types of training – Any four types can be mentioned with examples.

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