

[KZ 1011]

Sub. Code: 2013

MBA HOSPITAL AND HEALTH MANAGEMENT DEGREE EXAMINATIONS

Candidates admitted from 2010-2011

PAPER XIII – LOGISTICS FOR HEALTH CARE SERVICES

Q.P. Code : 432013

**Time : 3 hours
(180 Min)**

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

Pages (Max.)	Time (Max.)	Marks (Max.)
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| 1. Explain the different transportation modes in Logistics.
What are the factors influencing transportation costs? | 17 | 40 | 20 |
| 2. Describe the elements of customer service and analyze
the stock-out with the help of customer service audit.
What are the impediments to an effective customer
service strategy? | 17 | 40 | 20 |

II. Write notes on :

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|---|---|----|---|
| 1. Explain the different types of warehousing. | 4 | 10 | 6 |
| 2. Elaborate the significance of preventive maintenance
in stores management. | 4 | 10 | 6 |
| 3. Explain the principles of purchasing parameters
followed in a multi-specialty hospital. | 4 | 10 | 6 |
| 4. Illustrate with a flowchart the customers' reaction to
a stock-out situation. | 4 | 10 | 6 |
| 5. Describe the differences among the following types of
facility location strategies.
(i) Market Positioned (ii) Product Positioned
(iii) Intermediate Positioned | 4 | 10 | 6 |
| 6. How will you calculate Fill Rate? Explain the various
symptoms of poor inventory management. | 4 | 10 | 6 |
| 7. What are the various ways to evaluate the alternative
methods of order transmittal? Illustrate with an example. | 4 | 10 | 6 |
| 8. What is the role of Joint Commission International in the
growth of Hospital? | 4 | 10 | 6 |
| 9. Explain Just-in-time (JIT). What are the benefits of
Just-in-time? | 4 | 10 | 6 |
| 10. Define electronic data interchange. Explain its
types and benefits. | 4 | 10 | 6 |
