

[LB 1012]

OCTOBER 2012

Sub. Code: 2041

**MBA HOSPITAL AND HEALTH SYSTEM
MANAGEMENT DEGREE EXAMINATION
FIRST YEAR**

(for candidates 2011 – 2012 onwards)

PAPER XI – LOGISTICS FOR HEALTH CARE SERVICE

Q.P. Code : 432041

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

Maximum : 100 marks

Answer ALL questions in the same order.

I. Elaborate on :

**Pages Time Marks
(Max.)(Max.)(Max.)**

- | | | | |
|---|----|----|----|
| 1. What are the major advantages of just – in-time? What are the possible difficulties in implementing such a system? | 17 | 40 | 20 |
| 2. Explain how a customer service audit helps in evaluating the level of service offered by an organization. | 17 | 40 | 20 |

II. Write Notes on :

- | | | | |
|--|---|----|---|
| 1. Why does logistics need to be integrated? Why are the different types of public warehouses? | 4 | 10 | 6 |
| 2. Explain the five rights of Logistics. | 4 | 10 | 6 |
| 3. Explain how logistics related to marketing function. | 4 | 10 | 6 |
| 4. Explain the role of logistics in the healthcare organization. | 4 | 10 | 6 |
| 5. Differentiate between private and public warehouses. | 4 | 10 | 6 |
| 6. Explain the various activities included in logistics management. | 4 | 10 | 6 |
| 7. Explain the return goods handling system. | 4 | 10 | 6 |
| 8. List the areas in which logistics performance can be improved. | 4 | 10 | 6 |
| 9. Describe any four selective inventory control techniques. | 4 | 10 | 6 |
| 10. Define electronic data interchange. Explain its types and benefits. | 4 | 10 | 6 |

[LC 0413]

APRIL 2013

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FIRST YEAR**

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PAPER XI – LOGISTICS FOR HEALTH CARE SERVICE

Q.P. Code : 432041

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. Write in detail about the various steps involved in Customer Service Audit.
2. What is the financial implication of inventory management and illustrate with appropriate examples?

II. Write Notes on :

(10x6=60)

1. Explain the characteristics of JIT purchasing and its benefits.
2. List the reasons for holding inventory.
3. List the factors influencing transportation pricing.
4. What is the role of the information system in logistics management?
5. Explain package and its functions in hospitals.
6. Explain ABC analysis with suitable examples in healthcare industry.
7. Discuss about the customer reaction to stock out.
8. Brief about the Elements of Customer cycle.
9. What are steps involved in preventive maintenance?
10. Explain briefly (a) Re-ordering level (b) EOQ (c) Safety stock and (d) Lead time.

[LD 1013]

OCTOBER 2013

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MANAGEMENT DEGREE EXAMINATION
FIRST YEAR**

(for candidates 2011 – 2012 onwards)

PAPER XI – LOGISTICS FOR HEALTH CARE SERVICE

Q.P. Code : 432041

Time : 3 hours

Maximum : 100 marks

I. Elaborate on :

(2x20=40)

1. What are customer service elements and also state Phases of customer service.
2. Explain the functions of warehousing, its benefits and type.

II. Write Notes on:

(10x6=60)

1. What is the key difference between logistics and Supply chain management?
2. Explain the various modes of transportation and Compare each mode's merits and demerits.
3. Explain customer service audit
4. What are the major Logistics functions?
5. Explain Just-in-time. What are the benefits of Just-in-time?
6. Write a note on factors influencing transportation cost.
7. What is preventive maintenance and why is it performed?
8. Explain how inventory reduction will impact on corporate profit performance.
9. What is letter of credit?
10. Briefly explain Food and Drug Administration (FDA) regulatory requirements.

[LF 1014]

OCTOBER 2014

Sub. Code :2041

**MBA (HOSPITAL & HEALTH MANAGEMENT) DEGREE EXAMINATION
FIRST YEAR
(2011-2012 Batch onwards)
PAPER XI – LOGISTICS FOR HEALTH CARE SERVICE**

Q.P. Code: 432041

Time: Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Elaborate the unique features of healthcare logistics. Explain how the regulatory stipulations influence the logistics strategies of a corporate hospital with a national network.
2. Elaborate on procurement considerations for medical equipments in the light of import export policy. Also discuss about evaluation of purchasing performance.

II. Write notes on:

(10 x 6 = 60)

1. Information and communication technology applications can optimize logistics cost – Justify this statement.
2. Compare and contrast different modes of transport.
3. Write short notes on:
(a) Warehouse Location Analysis (b) Business ethics in purchasing
4. Explain the relevance of Just-in-Time in surgical services.
5. Correlate how customer service levels can be established through customer service audits.
6. What are the impediments to an effective customer service strategy?
7. Discuss briefly on customer order cycle.
8. Discuss the impact of transportation cost on the organizational profit.
9. Explain briefly Economic Order Quantity.
10. What is the role of cold chain in healthcare logistics?
