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MBAS 518

Third Semester M.B.A. Degree Examination, December 2018
BUSINESS ADMINISTRATION
National Health Plan and Health Economics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer to the following question should **not** exceed **six** pages. :
(1×15 = 15)

1. Explain the weaknesses in the Indian healthcare system based on the review of 11th Five Year Plan. Describe the outcome indicators for Twelfth Plan in the context of expanding the reach of healthcare and establishing a system of Universal Health coverage.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **eight** marks. Answer to **each** question should **not** exceed **six** pages. **(5×8 = 40)**

2. Describe the challenges for public health.
3. Explain National Programme for prevention and control of Cancer.
4. Write a note on Rashtriya Swasthya Bima Yojana.
5. Discuss the macro environmental factors that are relevant for decision making process of a health care organisation.
6. What is elasticity of demand for Healthcare ? Discuss the major determinants of elasticity of demand for Healthcare.
7. Explain the significance of cost analysis in a healthcare organisation.

P.T.O.



8. What is Law of supply ? Discuss the factors determining supply in healthcare each suitable examples.
9. "Health policy is considered at three levels – Clinical, Administrative and Legislative". Comment.

**SECTION – C
(Compulsory)**

(1×15 = 15)

Note : Answer to this question should **not** exceed **six** pages.

10. Bionics International, a health care product manufacturing company has the following cost structures :

Quantity of output	0 unit	1 unit	2 units	3 units	4 units	5 units
Total Fixed cost (₹)	30	30	30	30	30	30
Total variable cost (₹)	0	20	30	48	90	170

- a) Calculate average fixed cost, average variable cost, average total cost and marginal cost.
- b) Interpret the behaviour of costs calculated in part (a) above.
