

INSTITUTE OF SCIENCE & TECHNOLOGY- MANAGEMENT

ASSIGNMENT QUESTIONS FOR ODD SEM 2026

BCA-3RD SEM - THEORY

PAPER NAME: PYTHON PROGRAMMING

PAPER CODE: BCAC-301

1. Discuss the memory management techniques used by Python. How is it different from C or Java?
2. What are tokens in Python? Give examples of each type (keywords, identifiers, literals, operators, punctuation).
3. Differentiate between mutable and immutable data types in Python with examples.
4. How can you traverse a string in Python? Give an example.
5. How can you find the Unicode value of a character in Python?

PAPER NAME: DATA STRUCTURE THROUGH C

PAPER CODE: BCAC302

1. What is a self-referential structure? Give an example.
2. What is a sparse matrix? Explain its representation in memory.
3. Explain union in C and the difference between a structure and a union.
4. Explain polynomial representation using arrays.
5. Explain binary search tree operations (insertion, deletion, traversal) and briefly discuss AVL trees and threaded binary trees.
6. Explain stack implementation using arrays and linked lists. Include push and pop operations.

PAPER NAME: PRINCIPLES OF MARKETING

PAPER CODE: MIM-301A

1. Explain the features of marketing?
2. Explain the 4 Cs of marketing.
3. Explain the micro and macro components of marketing environment.
4. Explain the elements of marketing mix for services.
5. Explain the holistic concept of marketing?
6. What are the tools used for External Marketing?
7. Explain the new product development process?
8. Why do new products fail

PAPER NAME: FUNDAMENTALS OF IOT

PAPER CODE: GE5B-08

1. Explain the basic architecture of IoT. What are the main layers and their roles?
2. Describe any four IoT communication technologies and compare their key features.
3. Discuss the challenges faced in implementing IoT systems.
4. With a neat diagram, explain the block diagram of Arduino UNO.
5. Describe the working principle and pin configuration of any two sensors used in IoT.

PAPER NAME:-THE CONSTITUTION, HUMAN RIGHTS AND LAW

PAPER CODE : AECC-301

1. What are Fundamental Rights? Mention any four Fundamental Rights guaranteed by the Indian Constitution.
2. Explain the importance of the Preamble in the Constitution of India.
3. Write a short note on Directive Principles of State Policy (DPSP).
4. Differentiate between Fundamental Rights and Fundamental Duties.
5. What do you mean by Human Rights? Give two examples.

BCA-3RD SEM- PRACTICAL

PAPER NAME : PYTHON PROGRAMMING LAB

PAPER CODE :BCAC391

1. Print 1 to 100 with "Fizz" for multiples of 3, "Buzz" for multiples of 5, "Fizz Buzz" for multiples of both.
2. Calculate factorial of a number recursively
3. Find index of an element in a sorted list using binary search.
4. Calculate sum of all elements in a list.
5. Sort list in ascending or descending order.

PAPER NAME : DATA STRUCTURE THROUGH C LAB

PAPER CODE : BCAC392

1. Write a C program to define a structure for a student and display its details.
2. Write a program to input a 2D array and display it in matrix form.
3. Write a program to implement stack using array and perform push, pop, and display.
4. Write a program to create a singly linked list and perform insertion and deletion at beginning, end, and middle.
5. Write a program to implement stack using linked list and perform push and pop operations.
6. Write a program to implement circular queue using array.
- 7.

BCA-5TH SEM-THEORY

PAPER NAME : PHP WITH MYSQL

PAPERCODE : BCAC501

1. Explain web development and differentiate between client-side and server-side.
2. Explain Apache, MySQL, and PHP roles in web development.
3. Explain PHP syntax, variables, data types, and operators.
4. Define and use PHP functions, explain function scope, and include files.
5. Explain form handling in PHP with GET and POST methods.

PAPER NAME : OBJECT ORIENTED PROGRAMMING WITH JAVA

PAPER CODE:BCAC502

1. Explain JVM, JDK, and JRE.
2. List the different data types in Java with examples.

3. Define encapsulation and abstraction with examples.
4. Explain types of inheritance in Java with examples.
5. Differentiate between String, String Buffer, and StringBuilder.

PAPER NAME : FINANCIAL MANAGEMENT
PAPER CODE : MIM501

1. Define financial management. Explain its scope and objectives in modern business organizations.
2. What is capital structure? Explain the factors affecting the capital structure of a company.
3. What is capital budgeting? Explain any two methods of evaluating capital investment proposals.
4. Define cost of capital. Why is it important in financial decision-making?
5. Explain the factors influencing dividend policy in a company.
6. Explain the concept of time value of money and its applications in financial management with a numerical example.

PAPER NAME : ENTREPRENEURSHIP
PAPER CODE : MIM502

1. Differentiate between Entrepreneur and Intrapreneur.
2. Write a short note on-The Small Industries Development Bank of India (SIDBI).
3. Discuss the objectives of Entrepreneurial Development in India.
4. Discuss the characteristics of Entrepreneurs.
5. Write a short note on – Entrepreneurial Traits.

BCA-5TH SEM-PRACTICAL
PAPER NAME : PHP WITH MYSQL LAB
PAPER CODE :BCAC591

1. Design a CMS where users can create, edit, delete, and display blog posts using PHP & MySQL.
2. Create a PHP program to validate and sanitize user input before storing in a database.
3. Implement CRUD operations in PHP & MySQL for managing student records.
4. Develop an online voting system allowing users to register, vote once, and view results.
5. Build a PHP product catalog with category filtering, product search, and detail pages.
6. Create an event management system with user registration, event scheduling, and participant listing.

PAPER NAME :OBJECT ORIENTED PROGRAMMING WITH JAVA LAB
PAPER CODE : BCAC592

1. Write a program to issue a book to a member, return a book, and display all available books in the library.
2. Write a program to input employee details, calculate their salary, and generate a payroll report.
3. Write a program to create an account, perform deposit and withdrawal, and display the current balance.
4. Write a program to check availability of rooms, book a room for a customer, and display reservation details.
5. Write a program to add items to warehouse inventory, update stock levels, and generate an inventory report.

BCA-7TH SEM-THEORY
PAPER NAME: INTRODUCTION TO DATA SCIENCE
PAPER CODE: BCAC701A

1. Explain the different measures of dispersion.
2. Explain Karl Pearson correlation and Spearman rank correlation.

3. Explain the addition and multiplication theorems of probability.
4. Explain binomial, Poisson, and normal distributions.
5. Explain Bayes' theorem with its importance in data science.

PAPER NAME: RESEARCH METHODOLOGY

PAPER CODE: BCAC702

1. Explain the difference between Census and Sampling.
2. Explain probability and non-probability sampling methods.
3. Explain the different methods of primary data collection.
4. Explain the measures of central tendency and dispersion.
5. Explain t-test, chi-square test, and ANOVA.

PAPER NAME: CYBER SECURITY

PAPER CODE: BCAC703

1. Explain Information Security Management (ISM) and discuss its major goals.
2. Explain Denial of Service (DoS), SQL Injection, and Insider Threats with suitable examples.
3. Explain Security Policies and Risk Management in information security with suitable examples
4. Explain Passive and Active Attacks. Give suitable examples of each type.
5. Explain Malware, Phishing, and Social Engineering attacks in detail.

PAPER NAME: CONSUMER BEHAVIOUR

PAPER CODE: MIM701A

1. What is Maslow's Hierarchy of Needs? Explain its five levels.
2. What is perceptual mapping? Explain its use in marketing.
3. What is personality? Explain its importance in understanding consumer behaviour.
4. Differentiate between Behavioural Learning Theory and Cognitive Learning Theory.
5. What is Classical Conditioning? Explain with a suitable example.

PAPER NAME: STRATEGIC MANAGEMENT

PAPER CODE: MIM702A

1. Explain the role of leadership and corporate culture in strategy implementation.
2. Discuss the functional issues in strategic control with reference to production, marketing, finance, and human resources.
3. Explain the role of environmental factors in strategic evaluation and control.
4. Explain the importance of information in strategic control. What are the characteristics of effective strategic control information?
5. Discuss the major techniques of strategic evaluation and control and explain the process of implementing strategic control.

BCA-7TH SEM-PRACTICAL

PAPER NAME: DATA SCIENCE LAB WITH PYTHON

PAPER CODE: BCAC791A

1. Write a Python program to calculate the sum, mean, median, minimum, and maximum of a NumPy array.
2. Develop a small data-handling application using NumPy and Pandas to load, process, and filter a dataset.
3. Write a Python program to create a DataFrame from student marks and filter students according to their marks.
4. Write a Python program to import a CSV file into Pandas and display the first and last five records.
5. Develop a Python application to analyze product prices using NumPy arrays and calculate statistical measures.
6. Develop a Pandas application to load sales data from a CSV file and filter records by product and sales amount

PAPER NAME: RESEARCH METHODOLOGY LAB

PAPER CODE: BCAC792

1. What is Research? Why is research important in academic and business environments?
2. Explain the scope and significance of research in modern society.
3. Differentiate between Research Methods and Research Methodology with suitable examples.
4. Discuss the major steps involved in the research process.
5. What is Sampling? Why is sampling necessary in research studies?

BBA(HM)-3RD SEM-THEORY

PAPER NAME: MEDICAL RECORD II

PAPER CODE: BBA (HM)-301

1. Explain the International Classification of Diseases (ICD) coding system. How is it applied in hospital settings?
2. Describe the medico-legal importance of medical records. Provide examples records needed in legal cases.
3. Discuss the responsibilities and workflow of a Medical Record Officer in a 200-bedded hospital.
4. Explain electronic health records (EHR) and their advantages and challenges over manual records.
5. What are the common errors in medical records? Suggest methods to prevent and rectify these errors.

PAPER NAME: HEALTH CARE MARKETING

PAPER CODE: BBA (HM)-302

1. Difference Between Modern Marketing and Traditional Marketing?
2. Explain in detail the Marketing Process in a Hospital.
3. Concepts of 7 Ps in service Marketing - explain it.
4. Explain the elements of service mix in hospitals.
5. Elucidate briefly the methods of pricing in hospital services.
6. Use of Marketing Analytics in Health care Units?
7. What are the tools used for External Marketing?
8. What is Digital Marketing?
9. What is Marketing Research? Briefly describe the steps in the Marketing research process.

PAPER NAME: PRINCIPLE OF MARKETING
PAPER CODE:MIM-301A

1. Explain the features of marketing?
2. Explain the 4 Cs of marketing.
3. Explain the micro and macro components of marketing environment.
4. Explain the elements of marketing mix for services.
5. Explain the holistic concept of marketing?
6. What are the tools used for External Marketing?
7. Explain the new product development process?
8. Why do new products fail

PAPER NAME: HEALTH EDUCATION & COMMUNICATION
PAPER CODE: GE5B-03

1. Explain the importance of Health Education in improving community health.
2. What are the principles of communication in health education?
3. Describe the role of mass media in spreading health awareness.
4. Differentiate between formal and informal communication in health services.
5. Write a short note on barriers to effective communication in health education

PAPER NAME:-THE CONSTITUTION HUMAN RIGHTS AND LAW
PAPER CODE: AECC-301

1. What are Fundamental Rights? Mention any four Fundamental Rights guaranteed by the Indian Constitution.
2. Explain the importance of the Preamble in the Constitution of India.
3. Write a short note on Directive Principles of State Policy (DPSP).
4. Differentiate between Fundamental Rights and Fundamental Duties.
5. What do you mean by Human Rights? Give two examples.

BBA(HM)-5TH SEM-THEORY

PAPER NAME: EPIDEMIOLOGICAL TRANSITIONS IN HEALTHCARE
PAPER CODE : BBA (HM)-502

1. Define epidemiology and explain its importance in public health.
2. What is the difference between endemic, epidemic, and pandemic diseases?
3. Explain the concept of epidemiological transition with suitable examples.
4. Describe the role of epidemiology in healthcare planning and management**.
5. How does the healthcare scenario change with advancements in technology and research?

PAPER NAME: SUPPORT & UTILITY SERVICES – II
PAPER CODE: BBA (HM)-501

1. Explain the role of the Housekeeping Department in maintaining hospital hygiene.
2. What are the objectives of the Laundry Services in hospitals?
3. Write a short note on CSSD (Central Sterile Supply Department).

4. Explain the importance of Hospital Kitchen and Dietary Services.
5. What are the main functions of the Maintenance Department in a hospital? support.

PAPER NAME: FINANCIAL MANAGEMENT
PAPER CODE: MIM501

1. Define financial management. Explain its scope and objectives in modern business organizations.
2. What is capital structure? Explain the factors affecting the capital structure of a company.
3. What is capital budgeting? Explain any two methods of evaluating capital investment proposals.
4. Define cost of capital. Why is it important in financial decision-making?
5. Explain the factors influencing dividend policy in a company.
6. Explain the concept of time value of money and its applications in financial management with a numerical example.

PAPER NAME: ENTREPRENEURSHIP
PAPER CODE: MIM502

1. Differentiate between Entrepreneur and Intrapreneur.
2. Write a short note on-The Small Industries Development Bank of India (SIDBI).
3. Discuss the objectives of Entrepreneurial Development in India.
4. Discuss the characteristics of Entrepreneurs.
5. Write a short note on – Entrepreneurial Traits.

BBA(HM)-7TH SEM-THEORY

PAPER NAME: HOSPITAL MANAGEMENT INFORMATION SYSTEM
PAPER CODE : BBA(HM)701

1. What is meant by a system? Explain the basic characteristics of a system.
2. What is the systems approach to problem solving? Describe its major steps.
3. What is a deterministic system? Give a suitable example.
4. What is a probabilistic system? How does it differ from a deterministic system?
5. What is an Electronic Data Processing (EDP) system? Mention its uses.

PAPER NAME: RESEARCH METHODOLOGY IN HEALTHCARE SYSTEM
PAPER CODE : BBA(HM)702

1. Define Sampling. Explain the importance of sampling in statistical and data science research. Discuss the complete sampling process with suitable examples.
2. Explain the different types of sampling methods in detail. Compare Probability Sampling and Non-Probability Sampling with suitable examples.
3. What are the different types of research methodology?
4. What is Probability Sampling? Explain Simple Random Sampling, Systematic Sampling, Stratified Sampling and Cluster Sampling with advantages, disadvantages and applications.
5. Discuss the various methods of collecting primary data, such as questionnaires, interviews, observation, experiments and schedules. Explain their merits and limitations.

PAPER NAME: HEALTH INSURANCE

PAPER CODE: BBA(HM)703

1. Explain the concept of Risk Pooling and how it forms the baseline of health insurance operations.
2. What is Co-payment? Explain how it serves as a mechanism to minimize moral hazards for insurers.
3. Define Managed Care and outline its core "ingredients" or operational characteristics.
4. Discuss the role and function of Professional Indemnity Schemes for medical practitioners and doctors.
5. Briefly compare the healthcare insurance frameworks of the USA, UK, and India.
6. Discuss the macroeconomic role of insurance in the economic development of a developing nation.

PAPER NAME: CONSUMER BEHAVIOUR

PAPER CODE: MIM701A

1. Distinguish between internal and external influences on consumer behaviour.
2. Explain Maslow's Hierarchy of Needs theory with suitable examples.
3. Describe Alderfer's ERG Theory and explain its three categories of needs.
4. Explain the role of family and reference groups in consumers' purchasing decisions.
5. What is personality? Explain the major theories of personality.
6. Describe the consumer buying decision-making process.

PAPER NAME: STRATEGIC MANAGEMENT

PAPER CODE: MIM702A

1. Define Strategic Management. Explain its scope.
2. What is SWOT Analysis? Explain its four components.
3. What is Strategy Formulation? Explain the major steps involved in formulating a strategy.
4. Explain the BCG Matrix and discuss its different strategic business units.
5. What are Business Policies? Explain their importance.
6. Explain the concept of competitive advantage and its importance to an organization.

BBA-3RD SEM-THEORY

PAPER NAME: COST AND MANAGEMENT ACCOUNTING

PAPER CODE: CO301

1. What are the main financial statements prepared by an insurance company?
2. Explain the contents and format of Revenue Account and Balance Sheet of a health insurance company as per IRDA regulations?
3. What is Cash Flow Statement? Explain its importance for health insurance business.
4. Distinguish between Cash Flow Statement and Funds Flow Statement in insurance context.
5. Explain the format of Cash Flow Statement as per AS-3, with reference to operating, investing and financing activities of an insurance company.
6. What is meant by analysis of financial statements of an insurance company?

PAPER NAME: LEGAL AND ETHICAL ISSUES IN BUSINESS

PAPER CODE: CO302

1. Define Sale. What are the essentials of a valid contract of sale?

2. What is a Lease Agreement? Explain its features and types.
3. Distinguish between Sale and Lease.
4. Define Business Ethics. Explain the need and importance of ethics in health insurance sector.
5. What are the common ethical issues in health insurance business?
6. Explain the Role of IRDAI in enforcing ethical conduct and Corporate Governance in insurance companies.

PAPER NAME: HUMAN RESOURCE MANAGEMENT
PAPER CODE: CO303

1. What is HR Analytics? Explain its importance.
2. What is Innovation in HRM? Explain different types of innovation.
3. Define Employee Engagement. Explain its importance .
4. What is Performance Management System? Explain its process.*
5. What is Compensation Management? Explain its objectives.
6. Explain the relationship between Employee Engagement, Performance and Compensation in retaining talent.

PAPER NAME: INDIAN SYSTEMS OF HEALTH AND WELNESS
PAPER CODE: MDE301

1. What is the role of employer in promoting Health and Wellness? Explain with examples.
2. Explain the link between Health Wellness, Employee Engagement and Organizational Performance.
3. what do you understand by mind, body and well-being? explain its dimensions.
4. how does stress affect mind and body? explain stress management techniques for employees.
5. explain the role of yoga, meditation and mindfulness in maintaining employee well-being at workplace.
6. how can organizations create a work culture that supports mental health and work-life balance?

PAPER NAME: MANAGEMENT INFORMATION SYSTEM
PAPER CODE: SEC301

1. Explain the applications of Management Information Systems (MIS) in an organization.
2. Explain Knowledge Management System (KMS) and Knowledge-Based Expert System with suitable examples.
3. Explain E-Business, E-Commerce and E-Communication. Differentiate between them.
4. Explain the objectives of project management and the fundamentals of Project Management Information Systems (PMIS).
5. Explain SCRUM methodology, including its major roles, meetings, and user stories.

BBA-3RD SEM- PRACTICAL

PAPER NAME : MANAGEMENT INFORMATION SYSTEM LAB
PAPER CODE : SEC391

1. Explain the major dimensions and components of an Information System. Discuss the role of people, organization, and technology.
2. Discuss the major benefits of MIS in an organization. Explain how MIS supports planning, controlling, and decision-making.
3. What is IT infrastructure? Explain its major components and their role in supporting organizational information systems.

4. Explain the evolution of IT infrastructure from the early computing era to the modern digital firm era.
5. Explain the major components of IT infrastructure, including computer hardware, software, data management technology, networking, and Internet technology.
6. Explain the new approaches for system building in the digital firm era. Discuss web-based systems, cloud computing, mobile platforms, and rapid application development.

BBA-5TH SEM-THEORY

PAPER NAME: ENTREPRENEURSHIP

PAPER CODE: BBACO501

1. Write a short note on- Entrepreneurial Motivation.
2. Write a short note on-The Small Industries Development Bank of India (SIDBI).
3. Discuss the objectives of Entrepreneurial Development in India.
4. Discuss the characteristics of Entrepreneurs.
5. Discuss about the role of Entrepreneurship in economic growth.

PAPER NAME: SALES & DISTRIBUTION MANAGEMENT & LOGISTICS

PAPER CODE : BBACO502A

1. What are the key differences between direct and indirect distribution channels?
2. Discuss the role of logistics in supply chain management.
3. Explain the concept of Sales Territory Management.
4. What are the various types of distribution intermediaries?
5. Describe the importance of Inventory Management in logistics.

PAPER NAME: CONSUMER BEHAVIOUR

PAPER CODE : BBACO503A

1. Write a short note on Cognitive Learning Theory.
2. Write a short note on Perceptual Organisation.
3. Differentiate between Buyers and Users.
4. Describe Brand Personality.
5. Describe the factors that Distort Individual Perception.

PAPER NAME : CLOUD COMPUTING

PAPER CODE:MIC-501A

1. Discuss cloud service models (IaaS, PaaS, SaaS)
2. Explain different types of virtualization with examples.
3. Give two real-world examples of cloud services.
4. Discuss cloud data management techniques.
5. Define compliance in cloud computing. Give an example.

PAPER NAME : E-COMMERCE AND APPLICATION

PAPER CODE: MIC-502

1. Describe the architecture of E-Commerce systems. How does a VPN help in secure E-Commerce transactions?
2. Compare traditional payment methods with electronic payment methods. Provide suitable examples.

3. Explain the role of Internet and network security in E-Commerce. How do IP Address, DNS, ISP, and URL contribute to online transactions?
4. What are Smart Cards and how are they used in E-Commerce? Explain EDI and its role in online business.
5. Discuss the ethical, legal, taxation, and international issues associated with E-Commerce. How do these impact global E-Commerce operations?

BBA 7TH SEM-THEORY

PAPER NAME: MANAGEMENT ACCOUNTING

PAPER CODE: BBACO-701

1. Differentiate between Management Accounting and Financial Accounting.
2. What is Financial Statement Analysis? Explain the importance.
3. Explain the comparative statement and common-size statement with their uses.
4. What is Ratio Analysis? Explain the different types of ratios.
5. Explain Break-Even Analysis. Discuss its importance in managerial decision-making.
6. Define Budgetary Control. Explain its objectives.

PAPER NAME: BUSINESS INTELLIGENCE

PAPER CODE: BBACO-702

1. Explain the structural differences between a Star Schema and a Snowflake Schema.
2. Define what a Fact Table and a Dimension Table are.
3. Compare OLTP (Online Transaction Processing) and OLAP (Online Analytical Processing) systems.
4. What is the purpose of the Staging Area in an ETL pipeline?
5. Compare Descriptive Analytics and Diagnostic Analytics.
6. Explain how the concept of cognitive load influences effective dashboard design.

PAPER NAME: MACHINE LEARNING WITH PYTHON

PAPER CODE: MIC701C

1. What is Machine Learning? Explain its importance and applications in business management.
2. What are the different types of Machine Learning? Explain Supervised, Unsupervised and Reinforcement Learning.
3. Differentiate between Supervised and Unsupervised Learning with suitable examples.
4. What is NumPy? Explain its important features and applications in Machine Learning.
5. Why is data cleaning important in Machine Learning? Explain methods for handling missing and inconsistent data.

PAPER NAME: DIGITAL MARKETING

PAPER CODE: MIC702A

1. What is Digital Marketing? Explain its importance, characteristics and scope in modern business.
2. Why is Digital Marketing important for businesses? Explain any five advantages over traditional marketing.
3. Differentiate between SEO and SEM with suitable examples.
4. What is E-mail Marketing? Explain its advantages and important elements of an effective e-mail campaign.

5. What is Online Advertising? Explain its major forms and benefits.

MHA-3RD SEM-THEORY

PAPER NAME : UTILITY & CLINICAL SERVICE AREA

PAPER CODE : MHA(N)-301

1. Explain the role of the Housekeeping Department in maintaining hospital hygiene.
2. What are the objectives of the Laundry Services in hospitals?
3. Write a short note on CSSD (Central Sterile Supply Department).
4. Explain the importance of Hospital Kitchen and Dietary Services.
5. What are the main functions of the Maintenance Department in a hospital? support..

PAPER NAME : HEALTH INSURANCE

PAPER CODE : MHA (N)-302

1. Define health insurance and explain its importance in healthcare.
2. Differentiate between government-sponsored and private health insurance schemes.
3. What are the main objectives of health insurance?
4. Explain the role of TPA (Third Party Administrator) in health insurance.
5. Write a short note on cashless hospitalization.
6. Discuss any two popular health insurance schemes in India.

PAPER NAME : LEGAL ASPECT OF HEALTH

PAPER CODE : MHA (N)-303

1. Explain the importance of legal knowledge for hospital administrators and healthcare professionals.
2. Discuss the Consumer Protection Act, 2019 and its implications for hospitals and medical practitioners.
3. Define medical negligence. Discuss its types, consequences, and legal remedies.
4. Explain patient rights and informed consent in healthcare practice.
7. Write a short note on the Biomedical Waste Management Rules and their importance in hospital operations.
5. Explain the Drugs and Cosmetics Act and its relevance to hospital pharmacies.

PAPER NAME: OPERATIONAL RESEARCH

PAPER CODE: MHA(N)-304

6. Solve the following assignment problem. Cell values represent cost of assigning job A, B, C and D to the machines I, II, III and IV.

		Machines			
		I	II	III	IV
jobs	A	10	12	19	11
	B	5	10	7	8
	C	12	14	13	11
	D	8	15	11	9

7. Find the initial basic feasible solution using the NorthWest Corner Cell Method:

		D1	D2	D3	D4	Supply
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Source	O1	3	1	7	4	300
	O2	2	6	5	9	400
	O3	8	3	3	2	500
Demand		205	350	400	200	1200

8. Customers arrive at a box office window being served by a single individual according to a Poisson input process with a mean rate of 30 per hour. The time required to serve a customer has an exponential distribution with a mean of 90 seconds. Find the average waiting time of a customer in the queue.
9. Solve the given linear programming problem graphically:
 $\text{Max } Z = 8x + y$ Constraints are : $x + y \leq 40$; $2x + y \leq 60$
 $x \geq 0, y \geq 0$
10. What is decision analysis? What are the three main decision-making environments? What is decision-making under risk?

PAPER NAME : HUMAN RESOURCE MANAGEMENT & INDUSTRIAL RELATIONS
PAPER CODE : MHA(N) -305

1. Describe the role of a HRM in hospital.
2. Write a Short note on –Trade union in India.
3. Describe the sources of recruitment.
4. Write a Short note on -- Human Resource Information System(HRIS).
5. Discuss the functional area of Human Resource Development.

PAPER NAME: MARKETING & STRATEGIC MANAGEMENT
PAPER CODE: MHA (N)-306

1. Explain SWOT analysis using a suitable example.
2. Importance of 'Positioning' in corporate hospital.
3. How does reference group influence consumer decision process?
4. What are the threats in the development of medical tourism?
5. How is the understanding of consumer behavior relevant to a health care provider?
6. What control procedures can be employed by marketing management?
7. Write a note on the role of post-purchase behavior in health care industry.
8. Factors influencing consumer behaviour?
9. Definition and need for internal marketing.
10. Overview on Marketing Research?