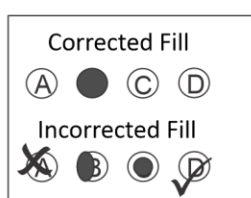


School: SOASTL	Level: Master	
Program: MHHM	Year/Part: I/I	Superintendent's Sign:
Subject: Materials Management and Healthcare Marketing (MHHM103)		Code No.

GROUP A (Multiple-Choice Questions) Page - 1	[20x1=20]	Maximum Time: 20 Minutes
<p>i. There are 20 numbers of MCQs provided in this group.</p> <p>ii. Answers should be given by filling the Multiple-Choice Questions' Answer Sheet.</p> <p>iii. The main answer sheet can be used for rough work.</p> <p>iv. No mark will be awarded for cutting, erasing, over writing and multiple circles shading.</p>		Code No. <input type="text"/>

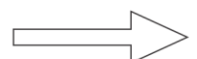
- | | |
|---|--|
| <p>1. What is the primary purpose of Material Requirement Planning (MRP)?</p> <p>A) To forecast demand for finished goods</p> <p>B) To manage inventory levels and production schedules</p> <p>C) To optimize transportation costs</p> <p>D) To reduce supplier lead times</p> <p>2. Which of the following is a key characteristic of demand management?</p> <p>A) Focuses only on historical data</p> <p>B) Balances supply and demand to meet organizational goals</p> <p>C) Eliminates the need for forecasting</p> <p>D) Primarily deals with supplier relationships</p> <p>3. In the context of forecasting, which method assigns higher weights to recent data?</p> <p>A) Moving Averages</p> <p>B) Exponential Smoothing</p> <p>C) Average Demand</p> <p>D) Regression Analysis</p> <p>4. What is the primary objective of a good purchasing system?</p> <p>A) To maximize supplier profits</p> <p>B) To ensure timely and cost-effective procurement of materials</p> <p>C) To reduce the number of suppliers</p> <p>D) To eliminate the need for tendering</p> <p>5. Which of the following is a mode of tendering?</p> <p>A) Direct Procurement</p> <p>B) Open Tender</p> <p>C) Spot Purchasing</p> <p>D) Just-in-Time Procurement</p> | <p>6. What is the primary purpose of a purchase order?</p> <p>A) To negotiate prices with suppliers</p> <p>B) To formally request the supply of goods or services</p> <p>C) To inspect received goods</p> <p>D) To manage inventory levels</p> <p>7. Which of the following is a key responsibility of a storekeeper?</p> <p>A) Forecasting demand for materials</p> <p>B) Maintaining accurate records of inventory</p> <p>C) Negotiating with suppliers</p> <p>D) Managing marketing campaigns</p> <p>8. What is the primary purpose of ABC analysis in inventory management?</p> <p>A) To classify inventory based on its value and usage</p> <p>B) To determine the lead time for procurement</p> <p>C) To calculate the Economic Order Quantity (EOQ)</p> <p>D) To identify obsolete stock</p> <p>9. Which of the following is a key principle of inventory control?</p> <p>A) Maximizing stock levels to avoid shortages</p> <p>B) Maintaining buffer stock to handle demand fluctuations</p> <p>C) Eliminating the need for safety stock</p> <p>D) Reducing the frequency of stock verification</p> <p>10. What is the primary purpose of stock verification?</p> <p>A) To identify pilferage and losses</p> <p>B) To forecast future demand</p> <p>C) To negotiate with suppliers</p> <p>D) To calculate EOQ</p> |
|---|--|

Multiple Choice Questions' Answer Sheet for questions from number 1 to 10



1. (A) (B) (C) (D)	6. (A) (B) (C) (D)
2. (A) (B) (C) (D)	7. (A) (B) (C) (D)
3. (A) (B) (C) (D)	8. (A) (B) (C) (D)
4. (A) (B) (C) (D)	9. (A) (B) (C) (D)
5. (A) (B) (C) (D)	10. (A) (B) (C) (D)

Please Turn Over



11. Which of the following is a key component of the healthcare marketing mix?
 A) Product, Price, Place, Promotion
 B) Planning, Production, Packaging, Promotion
 C) Procurement, Pricing, Placement, Promotion
 D) Product, Packaging, Pricing, Placement
12. What is the primary purpose of market segmentation in healthcare?
 A) To reduce marketing costs
 B) To target specific patient groups with tailored services
 C) To eliminate competition
 D) To standardize healthcare services
13. Which of the following is a key step in the new service development process in healthcare?
 A) Idea generation and screening
 B) Supplier selection
 C) Inventory management
 D) Demand forecasting
14. What is the primary purpose of a letter of credit in import-export?
 A) To ensure timely delivery of goods
 B) To provide a guarantee of payment to the exporter
 C) To reduce customs duties
 D) To eliminate the need for tendering
15. Which of the following is a key characteristic of VED analysis?
 A) It classifies inventory based on its criticality
 B) It focuses on the frequency of stock usage
 C) It calculates the EOQ for inventory
 D) It eliminates the need for safety stock
16. What is the primary purpose of the Public Procurement Act, 2063 (2007)?
 A) To regulate private sector procurement
 B) To ensure transparency and accountability in public procurement
 C) To eliminate the need for tendering
 D) To reduce procurement costs
17. Which of the following is a key objective of healthcare marketing?
 A) To maximize patient wait times
 B) To enhance patient satisfaction and loyalty
 C) To reduce the quality of healthcare services
 D) To eliminate competition
18. What is the primary purpose of Economic Order Quantity (EOQ)?
 A) To minimize inventory holding and ordering costs
 B) To maximize stock levels
 C) To eliminate the need for safety stock
 D) To reduce supplier lead times
19. Which of the following is a key characteristic of demand forecasting?
 A) It eliminates the need for inventory management
 B) It relies solely on historical data
 C) It helps in planning production and inventory levels
 D) It focuses only on short-term demand
20. What is the primary purpose of buffer stock in inventory management?
 A) To reduce procurement costs
 B) To handle uncertainties in demand and supply
 C) To eliminate the need for EOQ
 D) To reduce stock verification frequency

Multiple Choice Questions' Answer Sheet for questions from number 11 to 20

Marks Secured in MCQ: _____

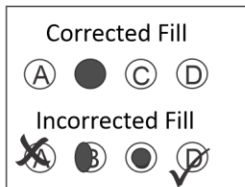
In Words: _____

Examiner's Sign: _____ Date: _____

Scrutinizer's Marks: _____

In Words: _____

Scrutinizer's Sign: _____ Date: _____



11. (A) (B) (C) (D)	16. (A) (B) (C) (D)
12. (A) (B) (C) (D)	17. (A) (B) (C) (D)
13. (A) (B) (C) (D)	18. (A) (B) (C) (D)
14. (A) (B) (C) (D)	19. (A) (B) (C) (D)
15. (A) (B) (C) (D)	20. (A) (B) (C) (D)

Manmohan Technical University
Office of the Controller of Examinations
Exam Year: 2081, Chaitra (Model Question)

School: SOASTL	Level: Master	Time: 3 Hours
Program: MHHM	Year/Part: I/I	Full Marks: 100
Subject: Materials Management and Healthcare Marketing (MHHM103)		Pass Marks: 50

- ✓ Candidates are required to give their answers in their own words as far as practicable.
- ✓ The figures in the margin indicate Full Marks.
- ✓ Assume suitable data if necessary.

GROUP A (Multiple-Choice Questions are provided on separate sheet)

[20x1=20]

GROUP B (Problem Based Question – Attempt Any One)

[1x15=15]

1. Evaluate the role of purchasing in healthcare. What are the challenges and how can they be overcome? Explain the tendering process in public procurement. Discuss the importance of a good purchasing system. [5+5+5]
2. Evaluate the use of social media in healthcare marketing. What are the benefits and potential drawbacks? Discuss ethical considerations in healthcare marketing. Explain the concept of reputation management [5+5+5]

GROUP C (Long Answer Questions - Attempt Any Four)

[4x10=40]

3. Describe the importance of demand forecasting in materials management. Discuss various methods of demand forecasting and explain their applicability in a hospital or healthcare setting. What are the potential consequences of inaccurate demand forecasting?
4. Explain the tendering system in detail, including the modes of tenders and their relevance in public procurement.
5. Describe the planning and design considerations for hospital stores, including location, layout, and preservation techniques.
6. Analyze the principles of inventory control, focusing on lead time, buffer stock, and reorder levels.
7. Discuss the marketing mix in healthcare, emphasizing the 4Ps and their application in healthcare organizations.

GROUP D (Short Answer Questions - Attempt Any Five)

[5x5=25]

8. Explain the concept of Exponential Smoothing in demand forecasting and how it adjusts for fluctuations in demand compared to Moving Averages.
9. Discuss the role of the Public Procurement Act, 2063 (2007) in promoting transparency and accountability in government procurement processes.
10. What are the key challenges faced in maintaining medical equipment safety, and how can procurement planning address these challenges?
11. Describe the significance of MUSIC analysis in inventory management and its application in healthcare settings.
12. How does the concept of target marketing in healthcare help organizations tailor their services to specific patient groups?
13. Explain the role of customs clearance in the import-export process and its impact on procurement timelines.