



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91, CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESS WAY, JABI, ABUJA
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PUBLIC HEALTH SCIENCE
2023_2 EXAMINATIONS_

COURSE TITLE: Principles of Health Planning and Management

COURSE UNITS: 2 Units

TIME ALLOWED: 1½ Hours

TOTAL MARKS: 70%

INSTRUCTION: Answer all the Questions

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| 1a. What is Management? | (5marks) |
| 1b. What is the difference between authority and responsibility? | (7.5 marks) |
| 1c. Discuss three types of authority | (7.5 marks) |
| 2a. Draw the planning cycle | (10 marks) |
| 2b. Describe each step in the planning cycle | (15 marks) |
| 3a. What is delegation? | (5 marks) |
| 3b. Describe the six stages of delegation | (15 marks) |
| 3c. What is dustbin delegation? | (5 marks) |

percent decline in turnover. Yesterday evening you listened to the news at seven and heard about the following major developments in the economy:

- I. A decline in the inflation rate of 2 percent for the year.
- II. A decrease in the interest rate of 2 percent for the past year.
- III. An increase in unemployment of 5 percent, with specific reference to the high level of unemployment in the country.
- IV. A growth in fast-food enterprises of 20 percent over the last year.
- V. A decline in the per capita personal disposable income of 10 percent during the last year.
- VI. New legislation whereby more females must be employed in the existing workforce.

After listening to this news you spent the whole night thinking about it and the implications for your business. This morning you phoned your consultant on Business Service Provider (BDSP) for advice. The consultant advised you to do a SWOT analysis of your business. **Draw up a list of its strengths and weaknesses, and current opportunities and threats. (20 marks)**

5. (a) Business people have attempted so much while striving to get effective process of Planning. Explain 5 steps of the planning process
(b) Marketing Management versus marketing strategy

(20 marks)