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Total No. of Pages : 1] **Code No.: YJ-2766**

2nd M.Sc. HOSPITAL ADMINISTRATION
DEGREE EXAMINATION, 2003
Subject 1 - Theory

Time : 3 Hours] *[Max. Marks : 80*

***Long Essays** : Answer all questions. Each carry 15 marks.* [4x15=60]

1) Discuss the various components of marketing in a Hospital.

2) What are the factors that determine an effective strategy for pricing ?

3) Public relations is as much a communicational activity used to communicate with the public. What is the importance of public relations in hospitals ?

4) Define Market survey. Evaluate the possibilities of their application in a health care program.

***Answer any Two** : Each question carries 10 marks.* [2x10=20]

5) Computers are an integral part of information system in Hospitals. Discuss.

6) What impact would a technological revolution have on the need for information by management in a hospital ?

7) System Analysis & Design.

8) Electronic Medical Record and Medical Research.

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Total No. of Pages : 1]

Code No.: YJ-2768

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2nd M.Sc. HOSPITAL ADMINISTRATION DEGREE EXAMINATION, 2003

Subject 3 - Theory

Time : 3 Hours] *[Max. Marks : 80*

***Long Essays** : Answer all the questions.* [4x15=60]

1) Discuss the administrative uses of the information obtained from the analysis of bed occupancy rate and average length of stay.

2) Discuss the planning and organisational considerations of the out patient departments of a large hospital.

3) Briefly discuss Medical Audit ? What are the prerequisites and problems in implementing medical audit in our hospitals.

4) Describe methods used in sterilising instruments of a hospital. Discuss the organisation and functioning of CSSD in a large hospital.

***Short Notes** : Answer any two.* [2x10=20]

5) Procedure to deal with a brought in dead case.

6) Consumer protection Act.

7) Hospital Accreditation.

8) Collective Bargaining.



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Total No. of Pages : 1] Code No.: YJ-2769

2nd M.Sc. HOSPITAL ADMINISTRATION DEGREE EXAMINATION, 2003

HOSPITAL MANAGEMENT

Subject - 4 - Theory

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Time : 3 Hours] *[Max. Marks : 80*

***Long Essays** : Answer all the questions.*

1) "Reskill yourself or perish" Discuss the above statement in developing effective human resource development programme for a 1000 bedded teaching hospital. [15]

2) Discuss various indices being used for assessing effective bed utilization. [15]

3) What is Total Quality Management. How is it related to organisational behaviour of a 1000 bedded corporate hospital with international networking. [15]

4) Management Information System is an integral part of planning, decision making and control. Comment. [15]

***Short Essays** : Answer any two.*

5) Briefly explain the process of hospital accreditation and role of National Assessment and Accreditation Council (NAAC). [10]

6) Blood Bank planning and management in the light of guideline of national AIDS control organisation. [10]

7) "Nursing profession is the backbone" of hospital system. Briefly discuss in the light of Consumers Protection and Redressal Act (COPRA). [10]

8) Briefly explain what is meant by conflict.
How to resolve conflicts tactfully in a teaching hospital scenario where oneupmanship is a problem to administrators. [10]

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Code No.: YJ-2769-A

2nd M.Sc. HOSPITAL ADMINISTRATION
DEGREE EXAMINATION, 2003
HEALTH MANAGEMENT
Subject - 4 - Theory

Time : 3 Hours] *[Max. Marks : 80*

***Long Essays** : Answer all questions. Each carry 15 marks.* [4x15=60]

1) What is epidemiology. Enumerate the uses of epidemiology in public health in India. Discuss the advantages and disadvantages of a Case Control Study.

2) What is Patient's Satisfaction Interview Schedule (PSIS) ? How would you apply PSIS to assess the quality of extra-mural programmes of a medical college by using survey technique.

3) Explain SWOT analysis and role of strategic management in health care.

4) Discuss the similarity and differences between the Maslow need hierarchy and Herzberg two factor motivational theories applicable to health care organisations.

***Write short notes on** : Any two. Each carry 10 marks.* [2x10=20]

5) The measures of dispersion and applications in health care.

6) Time and Motion Study.

7) National Environmental and Engineering Research Institute (NEERI) and ISO 14,000 series certification.

8) Telemedicine in health care of India.

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Total No. of Pages : 1] **Code No.: YJ-2766**

2nd M.Sc. HOSPITAL ADMINISTRATION
DEGREE EXAMINATION, 2003
Subject 1 - Theory

Time : 3 Hours] *[Max. Marks : 80*

Long Essays : *Answer all questions. Each carry 15 marks.* [4x15=60]

1) Discuss the various components of marketing in a Hospital.

2) What are the factors that determine an effective strategy for pricing ?

3) Public relations is as much a communicational activity used to communicate with the public. What is the importance of public relations in hospitals ?

4) Define Market survey. Evaluate the possibilities of their application in a health care program.

Answer any Two : *Each question carries 10 marks.* [2x10=20]

5) Computers are an integral part of information system in Hospitals. Discuss.

6) What impact would a technological revolution have on the need for information by management in a hospital ?

7) System Analysis & Design.

8) Electronic Medical Record and Medical Research.

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Total No. of Pages : 1]

Code No.: YJ-2767

2nd M.Sc. HOSPITAL ADMINISTRATION
DEGREE EXAMINATION, 2003
Subject 2 - Theory

Time : 3 Hours] *[Max. Marks : 80*

***Long Essays** : Answer all the questions. Each carry 15 marks.* [4x15=60]

1) Comment on the roles of the Governing Body, Chief Executive and medical staff and the relationship among them.

2) Discuss the need of capital budgeting.

3) Highlight the importance of differential cost decision making.

4) Explain the significance of Budgetary Control.

***Short Essay** : Write short notes on any two. Each question carry 10 marks.* [2x10=20]

5) Health maintenance Organisation.

6) Medical Ethics.

7) Cost Centers.

8) Methods of depreciation.

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Total No. of Pages : 1] **Code No.: YJ-2768**

2nd M.Sc. HOSPITAL ADMINISTRATION DEGREE EXAMINATION, 2003

Subject 3 - Theory

Time : 3 Hours] *[Max. Marks : 80*

Long Essays : Answer all the questions. [4x15=60]

1) Discuss the administrative uses of the information obtained from the analysis of bed occupancy rate and average length of stay.

2) Discuss the planning and organisational considerations of the out patient departments of a large hospital.

3) Briefly discuss Medical Audit ? What are the prerequisites and problems in implementing medical audit in our hospitals.

4) Describe methods used in sterilising instruments of a hospital. Discuss the organisation and functioning of CSSD in a large hospital.

Short Notes : Answer any two. [2x10=20]

5) Procedure to deal with a brought in dead case.

6) Consumer protection Act.

7) Hospital Accreditation.

8) Collective Bargaining.

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Total No. of Pages : 1] **Code No.: YJ-2769-A**

2nd M.Sc. HOSPITAL ADMINISTRATION
DEGREE EXAMINATION, 2003
HEALTH MANAGEMENT
Subject - 4 - Theory

Time : 3 Hours] *[Max. Marks : 80*

Long Essays : Answer all questions. Each carry 15 marks. [4x15=60]

1) What is epidemiology. Enumerate the uses of epidemiology in public health in India. Discuss the advantages and disadvantages of a Case Control Study.

2) What is Patient's Satisfaction Interview Schedule (PSIS) ? How would you apply PSIS to assess the quality of extra-mural programmes of a medical college by using survey technique.

3) Explain SWOT analysis and role of strategic management in health care.

4) Discuss the similarity and differences between the Maslow need hierarchy and Herzberg two factor motivational theories applicable to health care organisations.

Write short notes on : Any two. Each carry 10 marks. [2x10=20]

5) The measures of dispersion and applications in health care.

6) Time and Motion Study.

7) National Environmental and Engineering Research Institute (NEERI) and ISO 14,000 series certification.

8) Telemedicine in health care of India.

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