8354_2006_2_S13

Rajiv Gandhi University of Health Sciences

(17)

SECOND YEAR M.Sc. (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION

3 Hours] [Max. Marks: 80]

PAPER I – HEALTH INFORMATION / SOCIAL MARKETING IN HEALTH CARE

QP Code: 8354

Your answers should be specific to the questions asked.
Draw neat labeled diagrams wherever necessary.

X THE FOLLOWING 4 X 15 = 60 Marks

w does a health care management information system at various levels felicitates to deliver a ter health care to our population?

at is the significance of comprehensive financial information system in a hospital?

w does a health care organization choose the appropriate pricing strategy?

w does a marketing mix strategy is developed so that it supports the hospital's ability to compete ts target market?

ort notes on any two 2 X 10 = 20 Marks

plain: the public relation process

at do you mean by image modification?

plain: networking and information technology

at is 'Surveillance of Disease'?

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(13)

Rajiv Gandhi University of Health Sciences, Karnataka

SECOND YEAR M.Sc. (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION

Time: 3 Hours [Max. Marks : 80]

PAPER II – HOSPITAL ORGANISATION, FINANCE AND MEDICAL ETHICS

QP Code: 8355

Your answers should be specific to the questions asked.
Draw neat labeled diagrams wherever necessary.

Answer the following 4 X 15 = 60 Marks

1. What is Management By Objective? How 'MBO Technique' is helpful in having a better operational control of a 500 beds multi specialty hospital?

2. What are the various categories of budget in a Health Care Organization? Why 'Capital Budgeting' is so vital in Health Care Setup?

3. 'No man is too poor to afford a Higher Grade Health Care' - Justify in ethical point of view.

4. How does 'Health Insurance' play a vital role in enhancing and developing Quality Health Care? Discuss on various types of Health Insurance Packages available in our country?

Write Short notes on any two 2 X 10 = 20 Marks

5. Discuss on 'Spiritual Dimensions' and 'Holistic Approaches' with reference to Health Care.

6. What do you mean by 'Resource Mobilization' for a health care setup from various funding agencies?

7. Discuss: Continuous Quality Improvement.

8. Explain: Patient's rights.

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8356_2006_2_S11

Rajiv Gandhi University of Health Sciences

(19)

SECOND YEAR M.Sc. (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION

3 Hours] [Max. Marks: 80]

PAPER III – HOSPITAL PLANNING, QUALITY MANAGEMENT, HRM AND IR

QP Code: 8356

Your answers should be specific to the questions asked.
Draw neat labeled diagrams wherever necessary.

:R THE FOLLOWING 4 X 15 = 60 Marks

efine promotion. Compare the merits and demerits of recruitment through promotions and cruitment from outside

scuss the planning and organizational consideration of the radiology department of a large ospital

hat is the difference between the terms 'Malpractice' and 'Negligence'? discuss the law of gligence?

iscuss the role of medical audit in quality management. What are the pre-requisites and problems implementing medical audit in a hospital?

Short notes on any two 2 X 10 = 20 Marks

rovident Fund Act

atients bill of right

ollective bargaining

ntibiotic policy

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Rajiv Gandhi University of Health Sciences, Karnataka

SECOND YEAR M.Sc. (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION

Time: 3 Hours [Max. Marks : 80]

PAPER IV – HOSPITAL MANAGEMENT

QP Code: 8358

Your answers should be specific to the questions asked.
Draw neat labeled diagrams wherever necessary.

Answer the following 4 X 15 = 60 Marks

1. Discuss on the effect of empowering hospital staff and improvement in involvement and participation.
2. Discuss in detail on Financial Feasibility study with reference to Capital Equipment Purchasing.
3. Discuss in detail on Cost Benefit Analysis: Risk and discounting
4. Discuss: (i) Collective bargaining (ii) Personal Policies (iii) Domestic Enquiry (iv) Discharge, dismissal

Write Short notes on any two 2 X 10 = 20 Marks

5. Management by walking around the hospital
6. Safety, Security and Occupational Hazard
7. Expenditure on Health as an investment
8. Importance of synergetic culture

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