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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - October 2009

[Time: 3 Hours] [Max. Marks: 100]

HOSPITAL ADMINISTRATION

LEGAL ISSUES IN HEALTHCARE AND BUSINESS ETHICS

(Revised Scheme)

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Q.P. CODE : 8369

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

LONG ESSAY **2 X 20 = 40 Marks**

1. Discuss the term donor and recipient. Enumerate the distinguishing features of organ transplantation act. Explain the merits and demerits of role and function of stem cell research and organ transplantation

2. Discuss the term bio-medical waste. Explain the salient features of bio-medical waste management act. Enumerate the merits and demerits of it in health care

SHORT ESSAY (Answer any six) **6 X 10 = 60 Marks**

3. Status of foetus
4. Medical negligence cases
5. Law on communicable diseases
6. Mental health act
7. Equal remuneration act
8. Laws governing various types of hospitals
9. Ethics in marketing
10. Trade union act

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - October 2009

[Time: 3 Hours] [Max. Marks: 100]

HOSPITAL ADMINISTRATION

HUMAN RESOURCES MANAGEMENT IN HEALTHCARE

(Revised Scheme)

Q.P. CODE : 8367

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

LONG ESSAY **2 X 20 = 40 Marks**

1. Discuss the distinguishing features of job description and job specification. Enumerate the steps involved in job analysis. Explain the purpose and use of job analysis

2. Discuss the important features of incentive plan. Enumerate the various determinants of incentive. Explain the various types of rewards

SHORT ESSAY (Answer any six) **6 X 10 = 60 Marks**

3. Methods of recruitment
4. Organization of human resource department
5. Appraisal tools
6. Fringe benefits
7. Competency mapping
8. Classification of training methods
9. Importance of employee welfare in an organization
10. Employee discipline

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - October 2009

[Time: 3 Hours] [Max. Marks: 100]

HOSPITAL ADMINISTRATION

MARKETING MANAGEMENT IN HEALTHCARE

(Revised Scheme)

Q.P. CODE : 8368

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

LONG ESSAY **2 X 20 = 40 Marks**

1. Discuss the term service marketing. Enumerate the need for service marketing. Briefly describe the obstacles in service marketing
2. "Marketing planning and control can be considered as the nerve center of marketing management" – Discuss

SHORT ESSAY (Answer any six) **6 X 10 = 60 Marks**

3. The societal concept of marketing
4. Customer relationship management
5. Medical tourism
6. Product differentiation
7. Marketing through public relations
8. Health-care consumer database and direct marketing
9. Difference between health care and other service regarding marketing
10. Public- private partnership

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2009

[Time: 3 Hours] [Max. Marks: 100]

HOSPITAL ADMINISTRATION

MARKETING MANAGEMENT IN HEALTHCARE

(Revised Scheme)

Q.P. CODE : 8368

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

LONG ESSAY **2 X 20 = 40 Marks**

1. Discuss the term marketing mix. What are the steps involved in developing a competitive marketing strategy
2. Discuss the term service. Enumerate the distinguishing characteristics of service organization. Explain the concept of selling services for profit with a suitable example

SHORT ESSAY (Answer any six) **6 X 10 = 60 Marks**

3. The marketing concept of marketing
4. Relevance of marketing in health care
5. Packaging and labeling
6. Tools in public relations
7. Health insurance
8. Channels of direct marketing
9. Private – public partnership
10. Customer satisfaction





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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2009

[Time: 3 Hours] [Max. Marks: 100]

HOSPITAL ADMINISTRATION

LEGAL ISSUES IN HEALTHCARE

AND BUSINESS ETHICS

(Revised Scheme)

Q.P. CODE : 8369

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

LONG ESSAY **2 X 20 = 40 Marks**

1. Discuss the term health care consumer. Enumerate the distinguishing features of consumer protection act. Explain the various case-laws of consumer protection act

2. Explain the term minimum wage. Enumerate the distinguishing features of minimum wages act and payment of wages act. Who is the inspecting authority under minimum wages act

SHORT ESSAY (Answer any Six) **6 X 10 = 60 Marks**

3. Law of Torts
4. Salient features of occupational legarda
5. Right to health care and health care system
6. Protection of employees against sexual harassment
7. Importance of ethics and moral values
8. Medico-legal cases and death certificate
9. Societies registration act
10. Moral reasoning and organization culture

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2009

[Time: 3 Hours] [Max. Marks: 100]

HOSPITAL ADMINISTRATION

HUMAN RESOURCES MANAGEMENT IN HEALTHCARE

(Revised Scheme)

Q.P. CODE : 8367

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

LONG ESSAY **2 X 20 = 40 Marks**

1. Discuss the various techniques of job analysis. Enumerate the guidelines for writing a job description. Explain the factors affecting job design in the organization and its relation to performance standard

2. As a health care administrator low will you evaluate the performance of administrative staff in a 500 bedded hospital

SHORT ESSAY (Answer any six) **6 X 10 = 60 Marks**

3. Employee safety of health
4. Collective bargaining
5. Employee remuneration and compensation
6. Types of interview
7. Off the job methods of training
8. Management development programme
9. Participative management
10. Grievance Redressal



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III Semester M.H.A Degree Examination - May 2009

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HUMAN RESOURCES MANAGEMENT IN HEALTHCARE

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Rajiv Gandhi University of Health Sciences

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III Semester M.H.A Degree Examination - May 2009

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HOSPITAL ADMINISTRATION

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SHORT ESSAY (Answer any six)

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3. The marketing concept of marketing
4. Relevance of marketing in health care
5. Packaging and labeling
6. Tools in public relations
7. Health insurance
8. Channels of direct marketing
9. Private – public partnership
10. Customer satisfaction

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2009

[Time: 3 Hours] [Max. Marks:

HOSPITAL ADMINISTRATION

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