Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2010

[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 term selection. Enumerate the steps involved in selection process. What are the barriers to effective selection procedure

2. Explain the importance of training in a 500-bedded hospital. Enumerate the various steps involved in training process. What are the different training methods?

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

3. Human resource planning

4. types of employee welfare activities in hospitals

5. Participative management

6. Competency mapping

7. Differentiate between job specification and job description

8. Fringe benefits

9. Components of remuneration and the challenges affecting remuneration

10. What are the causes of grievance? Explain the process of grievance redressal

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III Semester M.H.A Degree Examination - May 2010

[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 management. Enumerate the salient features of marketing process. Explain the various contents of marketing plan
2. Discuss the term health-care consumer. Explain the marketing strategy for a health-care organization. Enumerate the distinguishing features of service quality model with a suitable diagram

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

3. Selling concept of marketing
4. Components of marketing
5. Public – private partnership
6. Pricing as a strategic tool
7. Decision making in public relation
8. Health care consumer database and direct marketing
9. Health insurance
10. Patient satisfaction through marketing

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[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 reproductive rights of individuals and couples. Enumerate the salient features of failed sterilization and medical negligence. Explain the distinguishing features of "Issue of consent"

2. Discuss the term wage and salary. Enumerate the distinguishing features of minimum wages act and payment of wages act. Explain the salient features of provident fund, gratuity and remuneration

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

3. Patient confidentiality

4. Mental health act

5. Framework governing right to health and health care

6. Birth and death registration act

7. Sale of goods act

8. Moral reasoning and organization culture

9. International health regulations

10. Corporate social responsibility

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