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8369_2012_2_S281

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - Nov 2012

[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. When does Medical Negligence amounts to criminal negligence under the penal law of our nation? When does the doctor take shelter under Bonafide grounds? What are the legal procedures to be conducted while registering the Medico Legal Case in the suspected case of injuries?
2. Explain various procedures applicable in the disposal of bio-medical waste? Discuss various preventive measures recommended for effective protection from bio-medical waste?

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

3. Consumer Protection Act
4. Legal provisions to protect mentally ill person.
5. Employees deposit linked insurance
6. Minimum wages
7. Patient rights
8. International health regulation issued by WHO
9. Morale reasoning and organization culture
10. Pyramid of corporate social responsibility

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8368_2012_2_S275

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - Nov 2012

[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. Define public. Explain the concept of public relation. Discuss the role of public relation staff in health care organizations
2. Discuss the distinguishing features of services. Write a note on service quality & delivery

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

3. Marketing mix
4. Health insurance schemes & role of TPAS
5. Functions of marketing
6. Steps in marketing palnning
7. Medical tourism
8. Public private partnership
9. Customer relationship management
10. Packaging of services with comprehensive payment

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8367_2012_2_S275

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - Nov 2012

[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. Explain job analysis and job design. Write a job description & specification for critical care nurses in a hospital
2. How do you correlate job evaluation with pay determination? What is required to develop a comprehensive remuneration plan

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

3. H R manager and his/her role in smooth functioning of a hospital
4. Selection – How do you ensure you have the best
5. Training methods
6. Performance appraisal – importance and need in a healthcare set up
7. Write a note on competency mapping
8. Causes of grievance in hospitals
9. How do you ensure that your patients and staff are safe in a hospital
10. Write a note on employee orientation

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