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8369_2013_1_S284

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2013

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

2 X 20 = 40 Marks

LONG ESSAY

1. Explain various provisions applicable under Employees provident fund & miscellaneous provisions act, 1952 with the various benefits guaranteed under the said act to the eligible employees? Who are the eligible employees under the said act?
2. Discuss briefly the laws applicable in human organ donation with reference to penal law of the land? Explain the duties of a medical practitioner in organ removal or transplantation?

6 X 10 = 60 Marks

SHORT ESSAY (Answer any six)

3. Ethical decision making
4. Law of Torts & its application in health care
5. Sources of law
6. Notifiable diseases
7. Protection of employees
8. Duty of care by doctor and the health care institutions
9. Discuss on composite negligence, contribution negligence and gross negligence
10. Normative ethics in management and administration

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8368_2013_1_S273

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2013

[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 components of marketing mix in health care. Distinguish between health care and other services as regards to marketing
2. Briefly describe the characteristics of services. Distinguish between goods and services. Explain service quality and delivery with respect to hospitals

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

3. Health insurance schemes
4. Marketing planning and control
5. Functions of marketing
6. Market measurement and forecasting
7. Training and development of frontline staff
8. Medical tourism
9. Public private partnership
10. Marketing strategies

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8367_2013_1_S273

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2013

[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

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

1. Define and explain orientation. Why it is needed in a hospital. Plan an orientation programme for lab technicians
2. Define and explain incentives. Types of incentive schemes you propose for various hospital staff briefly. Explain fringe benefits

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

3. Participative management
4. Write a note on promotion, transfers and separations
5. Appraisal methods
6. Job analysis and job design
7. Training process
8. Human resource planning
9. Decision making criteria during determining employee and executive remuneration
10. Personnel policies

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Rajiv Gandhi University of Health Sciences, Karnataka

III semester Bachelors in Hospital Administration Degree Examination – Mar 2013

Time: Three Hours **Max. Marks: 80 Marks**

Materials Planning & Management
Q.P. CODE: 1312

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

LONG ESSAYS (Answer any Two) **2 x 10 = 20 Marks**

1. Define logistic management and discuss aim and objectives of logistic management in a hospital.
2. Discuss the term "purchasing". Write a note on the principles of scientific purchasing.
3. Discuss the procedure involved in import of equipments and medicines for hospitals.

SHORT ESSAYS (Answer any Eight) **8 x 5 = 40 Marks**

4. Stock verification
5. Notes on inventory control techniques.
6. Principles of storage and stores accounting
7. Reorder level
8. Selection of Equipment
9. How to, safeguard pilferage in a hospital?
10. Sale of goods act
11. Model contract for laundry services
12. Relevance of materials management to hospitals
13. Inventory Carrying cost

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SHORT ANSWERS (Answer any ten) **10 x 2 = 20 Marks**

14. Economic Order Quantity (EOQ)
15. Par level transfer system
16. Types of storage
17. Define Equipment Management.
18. Define quality control.
19. Define procurement.
20. Official and unofficial inventory
21. Materials planning
22. Equipment audit
23. Letter of Credit
24. Vendor selection
25. Lead Time

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