Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - Oct/Nov 2014

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.

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

1. Discuss the role of Human Resource Planning in a hospital.
2. Discuss the steps taken in initiating a disciplinary action against an employee in an organization. Add a note on its proceedings.

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

3. Steps in "Grievance Procedure"
4. Importance of job analysis
5. Role of human resource (HR) manager in a healthcare industry
6. Methods in conducting "performance appraisal"
7. Training methods adopted in an industry
8. Recruitment process
9. Employee welfare measures
10. Incentive schemes available for employees

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - Oct/Nov 2014

ime: 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.

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

1. What is internal and external marketing? Identify few marketing strategies, which you would adopt in promoting a 500-bedded general hospital.
2. Define "patient satisfaction". How will you assess the patient satisfaction levels for patients visiting a tertiary care centre in seeking healthcare? What steps would you undertake to improve the satisfaction levels?

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

3. Role of employees towards "public relations"
4. Advertising
5. Write a note on growth of medical tourism in India
6. Third party administrators
7. How can public private partnerships improve health care delivery in India?
8. Services packaging
9. Marketing mix
10. Customer relationship management (CRM)

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination – Oct/Nov 2014

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.

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

1. Discuss the salient features of the Human Organ Transplant Act (HOTA) – 1994. Explain its importance in hospitals conducting transplant surgeries.
2. What is, meant by "Patient Rights and Responsibilities"? Enumerate its importance in the healthcare industry.

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

3. Employee Provident Fund Act – 1952
4. "Consent" in practice of medicine
5. Law of Tort
6. Salient features of "Drugs and Cosmetics Act – 1940"
7. Society Registration Act – 1860
8. Corporate Society Responsibility
9. Registration of Birth and Deaths Act – 1969
10. Salient features of Pre-natal Diagnostic Technique Act - 1996

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