Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL/MAY 2015

[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. Define human resource planning. Explain the process of human resource planning.
2. Explain collective bargaining and enumerate the process of collective bargaining.

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

3. Explain the methods of job evaluation.
4. Explain the term wages. Enumerate wage policy in India.
5. What is the need of appraisal and common errors in appraisals?
6. Explain the need for training and how, to evaluate the training efforts?
7. Role of Human Resource Manager and Human Resource Department in a hospital
8. Managerial effectiveness
9. Define discipline. Explain the objectives and different types of discipline.
10. Competency mapping

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

1. What is job analysis? Explain the uses of job analysis and different methods of collecting job data.
2. What is grievance? Explain various causes of grievance and outline the grievance procedure.

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

3. How to make a training programme effective?
4. What is remuneration and what are the components of remuneration? Explain the remuneration model.
5. Competency mapping
6. Safety of employees
7. Collective bargaining
8. Recruitment process
9. Explain stress.
10. What are the barriers of HRP? Bring out the requisites for effective planning.

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY 2015

[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.

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

1. What is price mix? Discuss the various strategies of pricing the services.
2. Define customer satisfaction. How important it is in healthcare services? How can a hospital retain its lost customers?

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

3. Patient satisfaction and patient delight
4. Promotion of services
5. Product life cycle
6. Market segmentation and market positioning
7. Public private partnerships
8. Role of public relation offices in the hospital
9. Traditional and modern concepts of marketing
10. Medical tourism

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination – MAY 2015

[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. What is "Medical Negligence"? How will you prove a case of medical negligence against healthcare professional or the hospital? Explain with relevant examples.
2. Discuss the salient features of Bio-medical waste management rules.

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

3. Environment Protection Act – 1986
4. Importance of ethics and moral standards
5. Confidentiality of patient information
6. Occupational hazards in healthcare
7. Medical Termination of Pregnancy (MTP) Act – 1971
8. Salient features of the MCI Act – 1956
9. Sale of Goods Act – 1930
10. Mental Health Act

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