Rajiv Gandhi University of Health Sciences

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - May 2016

[Time: 3 Hours] [Max. Marks: 100]

HOSPITALADMINISTRATION

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 term competency mapping. How can it be implemented and used in a hospital? Explain the drawbacks of competency mapping.
2. “Performance Appraisal is an objective assessment of an individual’s performance against well defined benchmarks”. Discuss.

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

3. Discuss the prerequisites and types of collective bargaining. What are the advantages and disadvantages of the same?
4. How do you maintain employee discipline in a 500-bedded hospital? Write a note on the disciplinary procedure.
5. Discuss the types of orientation that can be provided for the employees in a 550-bedded hospital. What are the barriers to an effective orientation program?
6. Briefly explain the types of interview.
7. Interventions in human resource development for managerial effectiveness.
8. What is grievance? How can you overcome grievances in a hospital organization?
9. “Selection is negative in approach”, substantiate your argument with reasoning.
10. What is the importance of job analysis in a health care industry? How will you design the job for the clinical and non-clinical staff in a hospital?

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III Semester M.H.A Degree Examination - MAY 2016

[Time: 3 Hours] [Max. Marks: 100]

HOSPITALADMINISTRATION 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. Who is a healthcare consumer? Why is marketing of services difficult than marketing of goods? Discuss the marketing strategy to a 200-bedded cardiac hospital.
2. Define the term product mix. Discuss the process of services development. How will branding help in promoting services of a pediatric hospital?

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

3. Segmentation, targeting and positioning
4. Patient satisfaction through marketing
5. Sales promotion
6. Internal marketing
7. Third party administrators
8. Medical tourism
9. Role of front-line staff in patient satisfaction
10. Marketing research

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Rajiv Gandhi University of Health Sciences

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III Semester M.H.A Degree Examination – MAY 2016

[Time: 3 Hours] [Max. Marks: 100]

HOSPITALADMINISTRATION

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. Define Organ Transplantation Act. Discuss the role of Organ Transplantation Act in health care.
2. What is Medical Negligence? Write a note on the types of Negligence. Discuss the importance of Tort Law in Medical Negligence with suitable examples.

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

3. Contract of Service and Contract for Service
4. Framework governing Right to Health and Health Care
5. MCI Act
6. Drugs and Cosmetic Act
7. Important provisions under Mental Health Act
8. Application of Bio-medical Waste Management Act in Health Care
9. Law on Notifiable Diseases
10. Values, norms, benefits and standards

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - OCTOBER 2016

[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. How a hospital can plan for packaging of its services and how it will help in customer satisfaction and generate profit to the organization?
2. Define advertising. What are various types of advertising used for promoting the hospital services? Explain the advantages and disadvantages of online advertising.

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

3. Components of marketing
4. Pricing as a strategic tool
5. Health insurance
6. Medical tourism
7. Role of employees in building a Brand name for the hospital
8. Marketing research
9. Marketing plan
10. Customer relationship management

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - OCTOBER 2016

[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 health care consumer. Enumerate the features of consumer protection act

2. Explain the various procedures applicable in respect of handling Bio – medical waste and their application and relevance in health care

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

3. Procedure and requirement laid down under MTP Act.

4. LAW of torts

5. Ethical codes of conduct

6. Registration of birth and death

7. Role of health care in communicable diseases

8. Dismissal without notice under shops and commercial establishment act

9. Deductions permissible under payment of wages act, 1936

10. Doctor – patient relationship

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