Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL 2017

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

HOSPITAL ADMINISTRATION

HOSPITAL INFORMATION SYSTEM AND MEDICAL RECORDS MANAGEMENT

Q.P. CODE: 8721

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

LONG ESSAY **1 X 20 = 20 Marks**

1. Describe the structure of Hospital Information System (HIS) and its functions.

SHORT ESSAY (Answer any Seven) **7 X 10 = 70 Marks**

2. What are the different types of computer?
3. What are the objectives of database?
4. Explain the benefits of knowledge management.
5. Electronic health records
6. Health levels7 (HL)
7. Use of information systems in business
8. Basics of internet and wireless technology
9. Types of data standards

SHORT ANSWERS (Answer any Five) **05 X 02 = 10 Marks**

10. Name any four secondary storage devices
11. What do you mean by flowchart?
12. DICOM
13. Medical coding
14. Data mining
15. What is WAN?

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - <<>>

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

HOSPITAL ADMINISTRATION

HOSPITAL PLANNING AND OPERATIONS MANAGEMENT

Q.P. CODE: 8722

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

LONG ESSAY **1 X 20 = 20 Marks**

1. Role and functions of Hospital administrator in planning a hospital. Write a note on classification of hospitals. Briefly explain the steps involved in hospital planning.

SHORT ESSAY (Answer any Seven) **7 X 10 = 70 Marks**

2. Equipment repair and maintenance
3. Planning of outpatient services
4. What is Drug and Therapeutic Committee? What are the functions of the committee? Write a note of storage of drugs.
5. Plan and design of blood bank services
6. Role of governing board
7. Zoning in OT
8. What are the different types of laundry services? Discuss the advantage and disadvantage of each laundry service.
9. Planning and designing of radiology department.

SHORT ANSWERS (Answer any Five) **05 X 02 = 10 Marks**

10. What is medical record? Mention the components of medical record.
11. Prevention of engineering hazards
12. Types of ambulances
13. Define CSSD
14. Cafeteria service - staffing for 300 and 500 bedded hospital
15. Functional areas of mortuary

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination – April 2017

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

HOSPITAL ADMINISTRATION

MARKETING MANAGEMENT IN HEALTHCARE

Q.P. CODE: 8723

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

LONG ESSAY **1 X 20 = 20 Marks**

1. Discuss the need for segmenting markets and briefly explain the major variables used to segment consumer markets.

SHORT ESSAY (Answer any Seven) **7 X 10 = 70 Marks**

2. Discuss various methods of controlling the sales forces in Healthcare Organizations
3. Short on the role of regulatory authority in supervising promotional activities in marketing of services.
4. Briefly explain the elements of insurance marketing. Discuss the characteristics of insurance markets and the distribution channels of selling insurance.
5. Customer Relationship Management and its relevance in healthcare.
6. What are the alternative pricing strategies available to the marketer who wants to introduce a new service in a highly competitive market?
7. Discuss the components of marketing Mix and its significance in healthcare
8. What are the 4 Ps in product marketing?
9. What is sales management? Distinguish between sales management and marketing management.

SHORT ANSWERS (Answer any Five) **05 X 02 = 10 Marks**

10. What is expectation management?
11. Penetration pricing.
12. Define service marketing.
13. Define customer delight.
14. What is undifferentiated marketing?
15. What is marketing information system?

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY 2017

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

HOSPITAL ADMINISTRATION

LEGAL ISSUES IN HEALTH CARE AND BUSINESS ETHICS

Q.P. CODE: 8724

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

LONG ESSAY **1 X 20 = 20 Marks**

1. Define mental health Act. Explain the distinguishing features of mental health act.

SHORT ESSAY (Answer any Seven) **7 X 10 = 70 Marks**

2. Define Organ transplantation act. Discuss the role of organ transplantation act in health care.
3. Discuss the term wage & salary. Enumerate the distinguishing features of minimum wages act & payment of wages act.
4. Write a note on Prohibition of violation against Medicare services personnel Birth and death registration act
5. Blood bank regulations under Drugs and Cosmetics Rules
6. Define Medical Negligence. Write a note on the liability of Healthcare professionals under vicarious liability.
7. Write a note on the redressal procedure under Consumer Protection Act.
8. Write a note on Gas Cylinder Rules in healthcare.
9. Salient features of Environment protection Act

SHORT ANSWERS (Answer any Five) **05 X 02 = 10 Marks**

10. What is medical jurisprudence
11. What is Contract of service & contract for service?
12. Sale of Goods act
13. Any two objectives of Prevention of food adulteration act
14. When can patient confidentiality be breached?
15. Importance of Section 52 & 80 of IPC

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY 2017

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

HOSPITAL ADMINISTRATION

HOSPITAL HAZARDS AND DISASTER MANAGEMENT

Q.P. CODE: 8725

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

LONG ESSAY **1 X 20 = 20 Marks**

1. Discuss the phases of disaster management for a general hospital located in densely populated urban area. Also explain the administrative issues to be managed in hospital to handle mass casualties as a result of earthquake.

SHORT ESSAY (Answer any Seven) **7 X 10 = 70 Marks**

2. Discuss Effluent treatment plant.
3. Discuss in detail about the psychosocial hazards with reference to its impact and procedures for its management.
4. Briefly explain the salient features of Bio-medical waste management act 1998.
5. Enumerate common nosocomial infections. Explain various modes of disease transmission with example.
6. Government plays a key role in disaster management, explain.
7. What is composting? Describe various methods of composting.
8. Write a note on needle stick injury.
9. What are the hazards associated with poor healthcare waste management?

SHORT ANSWERS (Answer any Five) **05 X 02 = 10 Marks**

10. Deep burial.
11. Musculoskeletal disorders.
12. MRSA.
13. Classification of Ambulance.
14. Prevention of Epidemic.
15. Sentinel events.

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