Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL-2018

[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. Which are the different methods of forecasting of human resource requirement for an organization? What qualities are required for human resource manager?
2. What is training needs assessment? Explain the different methods of training of employees.

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

3. Explain what is job description and job specification and their importance in recruitment process.
4. What is orientation? What are the factors to be considered while designing in orientation programme for the new recruits?
5. Write briefly about the wage policy in India with a note on incentive plans.
6. What is employee remuneration? What factors govern remuneration?
7. Write briefly about promotions and transfers of employees.
8. Write a note on employee health in an organization.
9. What is collective bargaining? Explain the process of collective bargaining.
10. What is performance appraisal? How does it affect the employee's morale in an organization?

Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL 2018

[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. Role of advertising in healthcare marketing. Discuss it with reference to ethical consideration.
2. Describe factors used by the healthcare sector to understand consumer behavior. Illustrate how these factors helps the hospital to formulate marketing plan.

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

3. Pricing strategies
4. Market segmentation and targeting
5. Public private partnership and its benefits in healthcare
6. Marketing through public relations
7. Medical tourism
8. Role of public relation officer
9. Marketing strategies
10. Selling concept of marketing

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY-2018

[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 wage and salary. Enumerate the distinguishing features of minimum wages act and payment of wages act. Explain the salient features of gratuity and equal remuneration act.
2. Discuss the term foetus. Enumerate the distinguishing features of medical termination of pregnancy. Explain the case laws and misuse of technology in pregnancy.

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

3. Discuss regarding societies registration act.
4. Law on Notifiable diseases
5. Outline mental health act
6. Narcotic and Psychotropic substances act
7. Workmen's compensation act
8. Explain Law of Torts.
9. Explain Values, Norms and Beliefs in Ethics.
10. Provident Fund Act

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL-2018

[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. Define Health Informatics. What are the functions of Health Informatics? Write a note on types of information system. Briefly explain the use of Information system in business.

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

2. Briefly explain Laboratory Information System. Discuss the latest trends in healthcare informatics.
3. Write a note on medical coding. How will telemedicine impact the future of healthcare? Explain.
4. Write a note on classification of records. Discuss problem oriented medical records.
5. Write a note on input devices of computer. How do you update and retrieve data from database? Discuss.
6. Write a note on architecture of HIS. Briefly explain the clinical decision support system.
7. What are the different types of data standards? Write a note on HL7.
8. Write a note on data security, privacy and data confidentiality.
9. What is morbidity and mortality statistics? Discuss its importance.

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

10. Wireless technology
11. Data mining
12. Electronic Health Record
13. DICOM
14. What is the importance of medical records to hospitals?
15. What is Average Length of Stay?

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY-2018

[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. "Emergency should be physically and administratively separated from other services in a hospital set up" Discuss

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

2. Write a note on preliminary survey in hospital planning.
3. Planning and design consideration for an OPD
4. Duties and responsibilities of the planning team
5. Discuss the planning consideration for designing a patient friendly inpatient department.
6. Discuss the importance of medical records department and its planning consideration.
7. Role of housekeeping department in improving patient safety
8. Consideration for designing admission department
9. Write a note on the planning a dialysis unit to safeguard the patients from Nosocomial infections.

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

10. Site cover percentages and floor area ratio
11. Requirement of water and power in a hospital
12. Difference between a bed capacity and a bed compliment
13. Drug distribution methods in the hospital
14. Importance of financial planning in hospital
15. Drug formulary

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination – May-2018

[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. Enumerate the nature and characteristics of services. Explain the cautions to be taken while designing service marketing.

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

2. Discuss the factors to be considered before introducing a new product.
3. Stages in organization buying behavior
4. Short note on macro-environment
5. Customer relationship management
6. Role of public relations in healthcare marketing
7. Short note on marketing and servicing of health insurance
8. Discuss the objectives of pricing in a healthcare marketing program.
9. Discuss various methods of controlling the sales forces in healthcare organization.

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

10. What is societal marketing concept?
11. Define branding.
12. What is e-marketing?
13. What is product life cycle?
14. What is marketing information system?
15. What is micro marketing?

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY 2018

[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. Prenatal diagnostics and prenatal conception, though a boon in science is a bane in sociological field. Discuss the legal steps to remedy the problem.

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

2. “Doctors like any other professionals can choose their clients (patients) for treatment, except in case of emergency”. Discuss.
3. Briefly explain the different forums in which medical negligence can be subjected to legal scrutiny.
4. Write a note on the important provisions of Mental Health Act.
5. What do you understand by the term ethics? Discuss the ethical guidelines for Bio-medical research.
6. Write a note on minimum wages act.
7. Guidelines under AERB rules
8. Enumerate and discuss the requirements for a valid contract.
9. Critically examine the source of law

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

10. Differentiate between “Contract of Service” and “Contract for Service”
11. Importance of THOA and the types of donors under THOA
12. Enumerate the steps followed to document the process of obtaining consent.
13. What are values, norms and standard?
14. Prerequisites for a contract under Indian Contracts Act
15. Requirements to take a dying declaration

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY-2018

[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. Define 'disaster'. Discuss the steps of disaster management plan for a hospital. Briefly explain the role of hospital and community in disaster management.

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

2. Write a note on effluent treatment plan.
3. Explain fire protocol for hospitals.
4. Classification of hospital hazards.
5. Write a note on patient safety.
6. Write about different methods of sewage disposal.
7. What are the types of hospital hazards and explain about the preventive measures?
8. Role of hospital infection control committee (HICC) in minimizing the hospital acquired infection
9. Write a note on color coding and methods of disposal of biomedical waste.

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

10. What is autoclaving?
11. Common nosocomial infection and their causative agents
12. Steps in organizing a medical camp
13. Disaster preparedness
14. Drawbacks of improper disposal of waste
15. Biological hazards in hospital

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