Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL-2019

[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. Describe the challenges in human resource management in the recent times and how you can overcome these challenges.
2. What is performance appraisal? Describe the different methods of performance appraisal.

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

3. Describe the qualities required for a human resource manager.

4. Describe the process of recruitment and selection.

5. What is job designing? Why human resource planning is important for an organization?

6. Explain the different methods of Training. Why evaluation of training is impotant.

7. Explain the grievance settlement mechanism with a note on causes of grievance.

8. What are the factors that lead to accidents? How can they be prevented?

9. Which are the different types of incentive schemes for employees?

10. Explain promotions and transfer of employees.

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL-2019

[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 marketing mix? What would be an optimal mix for a 500-bedded hospital in the heart of a city?
2. What is Medical tourism? Discuss the role of hospitals in promoting medical tourism.

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

3. Components of marketing
4. Packages in healthcare delivery
5. Role of certifying / accrediting bodies in promoting healthcare tourism
6. Patient delight, a must for an administrator – Discuss.
7. Internal marketing team Vs Marketing consultancy
8. Market segmentation
9. How important is market planning?
10. Customer relationship managment

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL-2019

[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. When does medical negligence amounts to crimical negligence under the penal law of our nation? When does the doctor take shelter under Bonafide grounds? What are the legal procedures to be conducted while registering the Medico Legal Case in the suspected case of injuries?
2. Explain various procedures applicable in the disposal of bio-medical waste under 2016 guidelines. What are the duties of occupier as per the new guidelines?

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

3. Insurance act
4. Corporate social responsibility
5. MTP act
6. Narcotic and Psychotropic substances act
7. Payment of gratuity act
8. Law of Torts
9. Discuss the Deductions permissible under payment of wages act, 1936.
10. Patient rights

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - APRIL-2019

[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. How can you design the system in the hospital pharmacy to prevent patient dissatisfaction due to overcrowding?

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

2. Planning requirements for Intensive Care Unit
3. Write a note on Architect's brief.
4. Planning and designing of blood bank
5. Planning and designing of surgical suit
6. OPD is called the shop-window of the hospital why? Elaborate.
7. Planning to prevent fire hazard
8. Manifold system
9. What is the importance of zoning? Discuss the planning and designing of CSSD in a 500-bedded hospital.

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

10. Enumerate the functions of the governing board.
11. Objective of Air-conditioning in the Mortuary and autopsy room
12. Water and power consumption in a hospital
13. Difference between bed capacity and bed compliment
14. Classification of hospital equipments.
15. Straight numeric and terminal digit filing system

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination – May-2019

[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. "Public Relations play a vital role on Marketing in Healthcare". Comment on it.

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

2. Explain the characteristics of a good marketing research.
3. Discuss briefly the significance of product positioning.
4. How can we measure the current Market Demand?
5. "Is branding socially desirable". Comment on it.
6. Briefly discuss about the Regulatory laws and Ethical issues for Medical Tourism.
7. Role of Customer Relationship Management and its benefits
8. What is social marketing? Briefly explain the steps in social marketing in service industry.
9. Discuss the objectives of pricing in a healthcare marketing program.

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

10. Define marketing.
11. What is micro marketing?
12. What is target marketing?
13. What is Niche marketing?
14. What is product life cycle?
15. Define Market Skimming.

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY-2019

[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. A patient's left arm was fractured when he was cultivating his fields and his tractor turned turtle. The orthopedic surgeon in a private hospital operated the patient and a nail was inserted. Thereafter pus developed and severe pain occurred. The skin of the patient also started turning gangrenous. According to the patient, he was discharged whereas according to the orthopedic surgeon he escaped from the nursing home in the night. The patient thereafter got himself admitted in the civil hospital, where he was operated. The affected old nail was removed, anew nail was inserted and he was discharged.
   The patient then alleged that the pus and gangrenous skin had developed in the arm due to negligence of the private orthopedic surgeon. Orthopedic surgeon in his defense stated that the patient did not act upon medical advice and ran away without taking complete treatment and without paying nursing home charges and fees.
   a. How can the orthopedic surgeon be defended against medical negligence?
   b. What could be the suggested precautionary measures against such legal consequence?

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

2. Define Mental health Act. Explain the distinguishing features of mental health act.
3. Important provision of Indian Contracts Act
4. Write a note on the sources of law.
5. Write a note on the salient features of law pertaining to termination of pregnancy.
6. Write a note on the essential of a valid contract with reference to "Free Consent".
7. Write a note on the implications of drugs and cosmetics Act and pharmacy Act.
8. Rule governing Prohibition of Violence against medical personnel and damage to property
9. Ethical guidelines for Bio-medical research. Discuss

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

10. What do you mean by the term "Burden of Proof"?
11. Define Injunctions.
12. What is a contingent contract?
13. Capacity to enter into a contract
14. Enumerate the rules for termination of offer under general law of contract.
15. What is vicarious liability?

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - MAY-2019

[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 and classify Hazards? What methods you will adopt to minimize the incidents of these hazards in a 100 bedded hospital? Also outline measures for Fire safety management in your hospital.

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

2. Discuss about Hospital Infection control committee and its role.
3. What is a sewage? Discuss the efficient sewage disposal methods in detail.
4. Briefly explain the salient features of Bio-medical waste management act 2016.
5. Epidemiology of hospital acquired infection
6. Discuss how NGO's can participate in disaster management.
7. Discuss standards for Autoclaving of biomedical waste in detail.
8. Elaborate phases of disaster management
9. Give a brief account on violence in workplace and its safety measures.

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

10. Segregation of biomedical waste
11. NDMA
12. Visual warnings in Ambulance
13. Material safety data sheet
14. Forecasting of Epidemic
15. Needle stick injury

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - OCT-2019

[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 scope and functions of medical records department

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

2. Differentiate between data and information
3. What are the various types of decisions?
4. Discuss various components of a computer.
5. Types of information system
6. Electronic health records
7. Latest trends in healthcare informatics
8. Data standards
9. Telemedicine

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

10. Define MIS.
11. What is outsourcing?
12. What is internet?
13. Define computer.
14. State any four characteristics of computer.
15. Define a micro-computer.

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Rajiv Gandhi University of Health Sciences

III Semester M.H.A Degree Examination - OCT-2019

[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. "Good nursing care is difficult if the facilities are inadequate". Discuss the consideration while designing the nursing unit.

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

2. Write a note on types of hospital.
3. How can you design the system in the hospital pharmacy to prevent patient dissatisfaction due to overcrowding?
4. Planning and design consideration for an obstetric and gynaecological department
5. Duties and responsibilities of the governing board in a hospital
6. Planning requirements for Intensive Care Unit
7. Write a note on the guiding principles in planning a hospital.
8. Discuss the planning and designing requirements for the "Shop window" of the hospital.
9. Physical facilities and designing consideration for radiology department

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

10. Difference between bed capacity and bed compliment
11. Classification of hospital equipments
12. Floor area ratio
13. What is the water and power consumption in a hospital?
14. What is carpet area, plinth area and super build up area?
15. Size of active inventory of laundry linen in a hospital

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