

MANIPAL UNIVERSITY**MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2015****SUBJECT: PAPER I: GENERAL ADMINISTRATION AND MANAGEMENT IN
HOSPITAL FIELD**

Wednesday, April 01, 2015

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. 'Pricing' is an important factor in bring about productivity and efficiency in services. Discuss various pricing strategies adopted in Hospitals with examples.

(15 marks)

2. Change is inevitable. Discuss the role of Hospital Administrators as agents of change.

(15 marks)

3. **Write short notes on:**

3A. Enumerate 'Fredric Taylor's principles' and its applicability to modern hospital management.

3B. Discuss the steps involved in "decision-making process" in an organization. Give examples

3C. Discuss the Application of 'seven' modern management techniques in improving hospital services.

3D. Briefly outline the 'Training needs analysis' for Accreditation of a tertiary care hospital.

3E. What is a conflict? How will you manage 'conflict' in an organization? Discuss

3F. Briefly outline the steps involved in 'group formation'. Give examples

3G. What is Benchmarking? Give examples

3H. Discuss the various motivational theories and its relevance to healthcare administrators.

3I. Define 'Value'. Outline the steps involved in performing value analysis in a healthcare industry.

3J. Define 'Marketing'. Outline the importance of marketing in healthcare.

(7 marks × 10 = 70 marks)



MANIPAL UNIVERSITY**MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2015****SUBJECT: PAPER II: HEALTH ADMINISTRATION AND MEDICAL CARE**

Thursday, April 02, 2015

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ Answer ALL the questions.

✍ Long Essays:

1. Outline the salient features of the RCH program adopted by the Government of India in serving the needs of women and children.

(15 marks)

2. What is regionalization of Healthcare? Mention the drawbacks at each level and steps to overcome it with reference to Indian scenario.

(15 marks)

3. Write short notes on:

3A. Discuss the role of NGO's towards community in the 21st century.

3B. Computerization of community based healthcare information system is very essential in the current scenario. Discuss

3C. Define the term 'Barrier Nursing'. Outline the components of 'Barrier Nursing'.

3D. Discuss different types of Cohort studies with suitable examples. Outline its merits and demerits.

3E. What is 'Gross death rate' and 'Net death rate'? Which among the two is important to an administrator?

3F. Outline the features of Consumer Protection Act-1986

3G. Define 'Health Economics'. Discuss the significance of health economics in health infrastructure.

3H. Define the term 'Patient Safety'. Outline the steps in preparing a fire protocol for a 200 bedded general hospital.

3I. What is meant by the term 'Barrier free' Hospitals? How will you ensure that your hospital is barrier free?

3J. How will you manage a 'brought dead' case in your hospital? Explain

(7 marks × 10 = 70 marks)



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MANIPAL UNIVERSITY

MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2015
SUBJECT: PAPER III: HOSPITAL ADMINISTRATION AND HOSPITAL PLANNING

Saturday, April 04, 2015

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. What is Epidemiology and its importance in hospitals? How do you investigate an outbreak of food poisoning in your hospital?

(5+10 = 15 marks)

2. Classify various types of equipment in a hospital. Write a note on equipment maintenance program in a hospital.

(5+10 = 15 marks)

3. **Write short notes on:**

3A. Write a note on condemnation of biomedical equipment handling radioactive source

3B. Elements of Detailed Project report for an Oncology Specialty hospital

3C. Devise a social media plan for your hospital

3D. Mention various steps that can be taken to minimize environmental pollution

3E. Criteria for HVAC systems in ICU and OT

3F. Hospital design has an impact on employee productivity. Discuss

3G. Design elements for constructing hospital in Seismic zone

3H. Mention 7 guidelines as per National Building code to ensure fire safety compliance

3I. Salient features of PCPNDT act with respect to mobile diagnostic laboratory

3J. Role and responsibility of nursing administrator in improving patient safety

(7 marks × 10 = 70 marks)



MANIPAL UNIVERSITY

MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2015
SUBJECT: PAPER IV: ADMINISTRATION OF CLINICAL & NON CLINICAL SERVICES

Monday, April 06, 2015

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. Enumerate the roles and functions of Outpatient department. Discuss briefly any ten administrative problems of the department and their solutions of a 500 bed multispecialty hospital.

(15 marks)

2. What is meant by Quality in healthcare? Using a balanced score card approach, suggest means to improve Radiology department in a tertiary care hospital.

(15 marks)

3. **Write short notes on:**

3A. Talent retention and engagement is an important function of HR manager. Discuss various methods of talent retention and engagement.

3B. Plan and organize a NICU in a tertiary care apex hospital

3C. Role of Hospital Administrator towards the community

3D. Write a note on Refurbished medical equipment

3E. Classify fire extinguishers and its appropriate usage

3F. Discuss administrative issues in linen department and methods to solve it

3G. Discuss methods to improve safety and quality in a pharmacy of a tertiary care hospital

3H. Using marketing approach, device a plan to improve health seeking behavior in your neighborhood.

3I. Importance of housekeeping department in Hospital infection control

3J. Device an inventory control policy for a tertiary care hospital

(7 marks × 10 = 70 marks)

