

**MANIPAL UNIVERSITY****MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – OCTOBER 2017****SUBJECT: PAPER I: GENERAL ADMINISTRATION AND MANAGEMENT IN  
HOSPITAL FIELD**

Tuesday, October 03, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

 **Answer ALL the questions.**

 **Long Essays:**

1. What is PERT? How can PERT be used as a planning tool? Enumerate. (15 marks)
2. Discuss the strategies of communication for internal and external customers in an organization. (15 marks)

3. **Short Essays:**

- 3A. What is collective bargaining? Discuss the components of collective bargaining.
- 3B. Discuss the importance of 'Management by Objectives' (MBO) in modern day practice of management.
- 3C. Discuss the impact of ISO certification on Healthcare system.
- 3D. Discuss the significance of Maslow's 'Needs theory' and its relevance to current leadership.
- 3E. What is 'Value engineering' (VE)? How can it be adopted in healthcare?
- 3F. Differentiate between 'Skills of a manager' and 'functions of a manager'. Give examples.
- 3G. What is 'Social Marketing'? How can it be adopted in marketing a hospital? Discuss.
- 3H. Discuss the role of Information Technology (IT) services in healthcare.
- 3I. Discuss 'Activity based costing' with examples from healthcare industries.
- 3J. How will you adopt 'Balanced score card' technique to improve services of a hospital. (7 marks × 10 = 70 marks)



**MANIPAL UNIVERSITY****MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – OCTOBER 2017****SUBJECT: PAPER II: HEALTH ADMINISTRATION AND MEDICAL CARE**

Wednesday, October 04, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. Define the term 'Disaster'. Prepare a protocol for 'mass casualty management' for a 250 bedded general hospital.

(15 marks)

2. Write in brief on the Revised National Tuberculosis control program, adopted by the Govt. of India. Add a note on DOTS.

(15 marks)

3. **Short Essays:**

3A. Discuss the operational guidelines for introducing Mobile Medical services in rural India.

3B. Outline the salient features of laws regulating International Health.

3C. Explain Elasticity of demand and supply.

3D. What is 'Test of significance'? Outline its importance in conducting research work.

3E. What is Epidemiology? Outline the significance of epidemiological studies with examples.

3F. Define the term 'In-patient'. What is the significance of Average length of stay (ALS) to an administrator?

3G. What is 'Medical Negligence'? Explain with examples.

3H. What do you understand by Health Information System? How is health related data collected in India?

3I. 'Safety of patient and employees' is the responsibility of an administrator. How will you create a safe environment in hospitals?

3J. Role of World Health Organization (WHO) during an episode of 'pandemic'.

(7 marks × 10 = 70 marks)



**MANIPAL UNIVERSITY****MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – OCTOBER 2017****SUBJECT: PAPER III: HOSPITAL ADMINISTRATION AND HOSPITAL PLANNING**

Thursday, October 05, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. What is 'Six Sigma' and can it be applied in healthcare? Mention the steps involved for a 'Six Sigma' project to improve radiology turnaround time (TAT).

(5+10 = 15 marks)

2. Plan and organize a 'telemedicine unit' in your hospital. What are the legal and ethical issues involved in setting up a telemedicine unit.

(10+5 = 15 marks)

**3 Short Essays:**

3A. Risk management with respect to human resources in a hospital.

3B. Tools and techniques available to ensure rational distribution of Housekeeping staff in a hospital.

3C. Devise a communication plan for effective management of Post disaster phase.

3D. Various methods of pricing strategies used in hospitals.

3E. Critical appraisal of Vajpayee Arogyashree Scheme.

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

3G. Role of hospital administrator in case of alleged sexual abuse of a minor female.

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

3I. What are the steps required to ensure compliance of the hospital to MTP act.

3J. Hospital bottlenecks and methods to overcome it.

(7 marks × 10 = 70 marks)



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# MANIPAL UNIVERSITY

MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – OCTOBER 2017

SUBJECT: PAPER IV: ADMINISTRATION OF CLINICAL & NON CLINICAL SERVICES

Friday, October 06, 2017

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

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

(15 marks)

2. Types of sentinel events in hospital? Discuss various design elements to improve safety in a tertiary care hospital.

(15 marks)

3. **Short Essays:**

3A. Discuss in brief tender system in a hospital.

3B. Plan and organize a mortuary service in a 200 bedded hospital.

3C. Discuss Circulation in a Hospital.

3D. Discuss various means of community participation in healthcare.

3E. Plan and organize ICU according to regionalized model.

3F. Medical tourism in India, Opportunities and challenges.

3G. How do you deal with a suspected case of poisoning brought dead to the hospital?

3H. Innovative ways to improve utilization of OPD in a hospital.

3I. Mention important training program conducted in hospital as part of NABH requirement.

3J. Hospital risk management with respect to Finance department.

(7 marks × 10 = 70 marks)

