

**MANIPAL ACADEMY OF HIGHER EDUCATION****MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2019****SUBJECT: PAPER I: GENERAL ADMINISTRATION AND MANAGEMENT IN  
HOSPITAL FIELD**

Tuesday, April 02, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. Determine the basic variables of market Segmentation in Healthcare sector. What specific challenges exist in market segmentation of healthcare services?  
(15 marks)

2. Describe in detail SWOT analysis. What is its significance in organizations?  
(15 marks)

3. **Short Essay:**

3A. Discuss on any two tools used in strategic planning process with examples.  
(7 marks)

3B. Define Benchmarking. Discuss Balanced score card in terms of Manpower planning of an organisation.  
(7 marks)

3C. Discuss Leadership grid with a graph in an organization.  
(7 marks)

3D. Define 'morale' and explain its relationship with productivity in an organisation.  
(7 marks)

3E. "All agreements are not contracts, but all contracts are agreements." Discuss.  
(7 marks)

3F. What are advantages & disadvantages of Inflation & Appreciation in market economy affecting hospital organisation.  
(7 marks)

3G. Discuss the challenges, advantages of Information Technology in healthcare services.  
(7 marks)

3H. Discuss Job design and the Job characteristics model.  
(7 marks)

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**MANIPAL ACADEMY OF HIGHER EDUCATION**

**MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2019**

**SUBJECT: PAPER II: HEALTH ADMINISTRATION AND MEDICAL CARE**

Wednesday, April 03, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. Describe the role of third party administrators (TPA's) in health insurance in India. Mention mandatory regulatory requirements to commence a TPA.

(15 marks)

2. How will 'Regionalization of healthcare' help in improving the service delivery? Explain.

(15 marks)

3. **Short Essays:**

3A. Discuss the different levels of disease prevention with examples.

3B. Outline the components of a fire safety protocol for a tertiary level hospital.

3C. What is Standard Deviation (SD)? Illustrate with an example.

3D. What is Health GIS? How can you adopt the same in Healthcare delivery system?

3E. Explain the terms 'endemic', 'pandemic', 'epidemic'. Give examples.

3F. What is an audit? What are different types of audit adopted in healthcare industries?

3G. What is 'Health Economics'? Explain.

3H. Discuss the salient features of the ESI scheme provided by the government to its employees.

3I. What are the 'bed utilization indices'? How does it help the hospital administrator?

3J. Define and classify sampling. What are the reasons for sampling?

(7 marks × 10 = 70 marks)



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## MANIPAL ACADEMY OF HIGHER EDUCATION

MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2019

SUBJECT: PAPER III: HOSPITAL ADMINISTRATION AND HOSPITAL PLANNING

Thursday, April 04, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. Discuss the factors to be considered before construction of a hospital. Add a note on the hospital planning team.

(15 marks)

2. Discuss the elements of hospital Disaster plan. Describe the factors you will consider for developing a disaster plan for a teaching hospital.

(15 marks)

3. **Short Essay:**

3A. What is primary patient care area? Write briefly on the components of patient care areas.

3B. What is 'Architects brief'? Discuss the role of a hospital administrator in preparing the brief.

3C. What is law of TORT? Discuss.

3D. Outline the salient features of the Consumer Protection Act.

3E. Define Biomedical waste. Discuss the salient features of the biomedical waste management act.

3F. Describe in brief the design considerations of an Operation Theatre Department in a hospital.

3G. Discuss the planning consideration in Accident and Emergency Services of a hospital.

3H. What is 'Maternity Benefit'? Discuss the salient features of the Maternity Benefit Act.

3I. What is 'Day Care facility'? How will you plan for a day-care facility for a 200 bedded hospital?

3J. What is electronic medical record? Discuss the feasibility of having an 'Electronic medical record' for a 1000 bedded tertiary care hospital.

(7 marks × 10 = 70 marks)



**MANIPAL ACADEMY OF HIGHER EDUCATION****MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – APRIL 2019****SUBJECT: PAPER IV: ADMINISTRATION OF CLINICAL AND NON CLINICAL SERVICES**

Friday, April 05, 2019

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Draw diagrams wherever necessary.**

✍ **Long Essay Questions:**

1. Discuss various sterilization processes against infections that are in use in hospitals (that are not in CSSD).

(15 marks)

2. Define Medical emergency? Discuss on 10 best policies and procedures in Accident & Emergency area of NABH accredited hospital?

(15 marks)

3. **Short Essays:**

3A. What are numerous construction parameters to be considered in building a hospital building to reduce long term operational costs?

3B. Mention the differences between the hospital formulary and drug list. Discuss the preparation aspects of hospital formulary.

3C. What is the complaint redressal system in Consumer Protection Act 1992?

3D. Write the normal Values of Effective Temperature, Relative Humidity, Fresh Air Changes Per Hour in an Operating Room.

3E. Describe the methodology to notify the case of 'Acute Flaccid Paralysis' (Polio) indicating to whom it should be notified.

3F. Explain the measures required to be complied in setting up of a Dialysis unit.

3G. Outline problems related to Overcrowding & Queuing in Out-patient department of a hospital?

3H. Being a Hospital CEO, how would you strategize your goals and mission towards Patient safety? Write a note on errors of commission vs omission?

3I. Discuss advantages to hospital management, patients of Day Care Surgery? How do you calculate the number of Operating Rooms required in a hospital?

3J. Discuss the importance of waste management in Dental Services Clinics?

(7 marks × 10 = 70 marks)

