

**MANIPAL ACADEMY OF HIGHER EDUCATION**  
**MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – JUNE 2020**  
**SUBJECT: PAPER I: GENERAL ADMINISTRATION AND MANAGEMENT IN**  
**HOSPITAL FIELD**

Wednesday, June 03, 2020

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. Discuss the history and implementation of Mc Kinsey's 7S management approach?  
(15 marks)
2. What are the different pricing strategies that have evolved? Describe in detail Skimming & Penetration Pricing strategies.  
(15 marks)

3. **Short Essays:**

- 3A. Are management and administration different? How will you resolve their terminological conflict?
- 3B. What is Accounting cycle? Mention an example of a simple transactions' journal entry?
- 3C. Discuss on Span of Control? How does it affect managing organisation?
- 3D. What is Organizing and describe the importance of Co-ordination in an Organization's success?
- 3E. Define and discuss Personality. Describe MBTI and the Big 5 Personality Model.
- 3F. What is Job Analysis? Discuss a Job Description of a Medical Administrator for a 100-bed hospital.
- 3G. Explain monopoly, duopoly and oligopoly in market structure in India. Do we need a perfect market conditions or monopolistic market structure? Illustrate with examples.
- 3H. The maintenance costs and resale price of machine M whose purchase price is ₹ 12,000 are given as:

Year	1	2	3	4	5	6	7
Maintenance Cost (₹)	2600	3000	3400	4000	4700	5600	6600
Resale Price (₹)	7000	4500	3250	2600	2400	2400	2400



- i) Suggest optimal period for the replacement of the machine.
  - ii) When this machine is 2 years old, another machine N, which is a new model is available. The optimal period for replacement of this machine, N, is 4 years, with an average cost of ₹ 4700. Should we change the machine M with N? If so, when?
- 3I. What is Inventory? Mention different types of Inventory Analysis methods.
- 3J. Discuss on the concept of Leveraging? Classify Leverages.

(7 marks × 10 = 70 marks)





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**MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – JUNE 2020**  
**SUBJECT: PAPER II: HEALTH ADMINISTRATION AND MEDICAL CARE**

Thursday, June 04, 2020

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer all questions. All questions carry equal marks.**

✍ **Draw diagrams wherever necessary.**

✍ **Long Essays:**

1. Describe the process of investigating a Hepatitis B epidemic in a city and suggest measures to control the outbreak.

(15 marks)

2. Discuss on National AIDS control program, its achievements so far.

(15 marks)

3. **Short Essays:**

3A. Discuss the role of ASHA in national healthcare programs.

3B. Discuss the importance of Measurement of Central Tendency.

3C. What are the various sampling techniques and how do you mitigate errors in sampling?

3D. What do you mean by Demand in health economics? Draw a demand schedule and a demand curve and explain.

3E. Describe the role of third party administrators in Social health insurance in India.

3F. Discuss on Outsourcing in public health care delivery in India.

3G. Discuss Simulation as an Operation Research technique and its application in decision making.

3H. A supervisor recorded cleanliness scores for twelve housekeeping staff in a hospital as: 7, 4, 4, 7, 2, 9, 10, 6, 7, 3, 8, 5. Find interquartile range for this set of scores.

3I. Write differences between Health Center & Hospital.

3J. Discuss the advantages and disadvantages of interviewer administered surveys over self-administered surveys.

(7 marks × 10 = 70 marks)





## MANIPAL ACADEMY OF HIGHER EDUCATION

MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – JUNE 2020

SUBJECT: PAPER III: HOSPITAL ADMINISTRATION AND HOSPITAL PLANNING

Friday, June 05, 2020

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

✍ **Answer ALL the questions.**

✍ **Long Essays:**

1. Enumerate the factors you will take into consideration while preparing a project report for an 800 bedded hospital.

(15 marks)

2. Enumerate the salient features which should be considered for selection of electro medical equipment in hospitals

(15 marks)

3. **Short Essays:**

3A. Outline the importance of nursing services in hospitals. Add a note on the organizational structure for nursing services

3B. Define 'Consent'. Discuss the importance of obtaining consent from patient before providing treatment.

3C. Define 'Plot ratio' Discuss its importance to the hospital administrator in planning of hospitals.

3D. 'Dealing with Medical Negligence is inescapable to hospital administrators'. Discuss

3E. How would you plan for setting up a CT-scan center at your hospital?

3F. Define ward planning. Enumerate the various ward patterns that has evolved over the period.

3G. What is Hospital Acquired Infection? Outline the role of HICC in ensuring quality in service.

3H. What are patients 'Rights and Responsibilities'? Illustrate with examples

3I. Outline the members of the 'Hospital Planning team'. Discuss the role of each one of them.

3J. What is 'Criminal Negligence'? Illustrate with examples.

(7 marks × 10 = 70 marks)





**MANIPAL ACADEMY OF HIGHER EDUCATION****MD (HOSPITAL ADMINISTRATION) DEGREE EXAMINATION – JUNE 2020****SUBJECT: PAPER IV: ADMINISTRATION OF CLINICAL AND NON CLINICAL SERVICES**

Saturday, June 06, 2020

Time: 14:00 – 17:00 Hrs.

Max. Marks: 100

**✍ Answer ALL the questions.****✍ Long Essay:**

1. Classify the types of ICUs. Discuss the organisation of a multi-specialty ICU in a medical college teaching hospital?

(15 marks)

2. Classify risks to patient and management in a hospital separately. Discuss the policies and procedures to mitigate those risks in a corporate hospital? What are essential Committees required?

(15 marks)

**3. Short Notes:**

3A. Explain the policies and measures required to be complied in setting up of a Burns unit? Discuss the role of medico-social services unit in Burns unit.

3B. What are salient features of nightingale ward planning? Mention any three models of organizing antenatal, labour and post-natal wards?

3C. Describe the planning and designing considerations of an Operation Theater. Enumerate in detail maintenance of Operation Theater against infections and other hazards.

3D. Describe any ten employee welfare measures that can be implemented in a teaching hospital, if you are an administrator.

3E. How do you manage legally a 'brought-in dead' in emergency department? A dead fetus was recovered from the dustbin in your hospital premises. What would be course of action?

3F. What are the various models of organizing Enquiry and Registration counters if footfalls are more by three-folds? Mention the essential features of Queuing theory how it solves in managing crowd.

3G. Describe the functions of Voluntary Health Agencies in Healthcare delivery chain in India? Write in detail about Indian Red Cross Society.

3H. What is LAMA? What is the responsibility of a hospital administrator in case the patient opts for LAMA?

3I. Define condemnation. Discuss the steps involved in condemnation of hospital General stores items.

3J. Define the term Economic Order Quantity (EOQ). How does it help in optimizing your inventory?

(7 marks × 10 = 70 marks)

