

Question Paper

Exam Date & Time: 18-Apr-2022 (10:00 AM - 12:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS (HEALTHCARE IT MANAGEMENT) DEGREE EXAMINATION - APRIL
2022

SUBJECT: MIN 701 - HEALTH ECONOMICS
(2018 SCHEME)

Marks: 50

Duration: 120 mins.

Answer all the questions.

- | | | |
|-----|--|------|
| 1) | Critically examine the Keynesian theory of employment. | (20) |
| 2A) | Explain the role of Health sector in an economy. | (10) |
| 2B) | State and explain the law of demand. | (10) |

3. Write short notes on:

- | | | |
|-----|------------------------|-----|
| 3A) | Marginal productivity. | (5) |
| 3B) | Health Policy. | (5) |

-----End-----

Question Paper

Exam Date & Time: 19-Apr-2022 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS (HEALTHCARE IT MANAGEMENT) DEGREE EXAMINATION - APRIL
2022

SUBJECT: MIN 703 - ENTREPRENEURSHIP AND PROJECT PLANNING
(2018 SCHEME)

Answer ALL questions.

Marks: 100

Duration: 180 mins.

- 1) Determine the entrepreneurial process for starting a Health-care Pharma company consider any product of your choice. (20)
- 2) For a successful venture it has to undergo various ups and down in the business. Consider an example and explain the stages of business growth? (20)
- 3A) Asses the importance of micro and macro-environment in a successful business. (10)
- 3B) Why creative problem-solving is necessary for an entrepreneur. Classify techniques of creative problem-solving? (10)
- 3C) During the early 2000 one of the market leader in cellular industry was NOKIA. Write a SWOT Analysis NOKIA and why they didn't succeed in the market. (10)
- 3D) Describe the contents of a good business plan. (10)
- 4A) Why is market research important for new business ideas? (5)
- 4B) Justify the Role of Entrepreneurship in Economic Development of the country. (5)
- 4C) ABC Ltd is company which is in to the production of Food & Beverage products, it is in its start-up phase. List challenges Faced by start-ups? (5)
- 4D) List the essential qualities of a successful entrepreneur. (5)

-----End-----

Question Paper

Exam Date & Time: 20-Apr-2022 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS (HEALTHCARE IT MANAGEMENT) EXAMINATION - APRIL 2022
SUBJECT: MIN 705 - MANAGING HEALTH INFORMATION SYSTEM
(2018 SCHEME)

Marks: 100

Duration: 180 mins.

Answer all the questions.

- 1A) What is the reason for implementing health information system? Briefly explain the support of health information system in clinical, enterprise and technical perspective. (10)
- 1B) What are the resource management activities that should be performed in implementation of a HIT solution? Explain with a suitable case study. (10)
- 2A) What is IT monitoring? How the balanced score card assist the health informatics professionals in monitoring HIS performance? Discuss using balanced score card framework. (10)
- 2B) What is the strategic leadership? What are the key drivers required to be identified in developing and implementing a HIS project? Explain. (10)
- 3A) Draw an organizational flowchart of information system department and discuss the roles and responsibilities of various health information system professionals. (10)
- 3B) What are the tools and techniques used in implementing knowledge-based system in healthcare? Discuss with suitable example. (10)
- 3C) What is Source Oriented, Problem Oriented and Integrated Medical Record? Write the advantages and disadvantages with suitable example. (10)
- 3D) Discuss on Continuous Quality Improvement approach in managing health information system. (10)

4. Write short Notes on:

- 4A) Human and technological challenges in adopting IT in healthcare. (5)
- 4B) Characteristics of a Strategic Leader. (5)
- 4C) Resources required for implementing and managing health information system. (5)
- 4D) Rules for designing forms for documenting patient data. (5)

-----End-----

Question Paper

Exam Date & Time: 21-Apr-2022 (10:00 AM - 12:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS (HEALTHCARE IT MANAGEMENT) DEGREE EXAMINATION - APRIL
2022

SUBJECT: MIN 707 - INFORMATION GOVERNANCE
(2018 SCHEME)

Marks: 50

Duration: 120 mins.

Answer all the questions.

- 1) What is information governance in healthcare? Write the reason for information governance in healthcare. Describe the information governance maturity model by AHIMA with suitable example. (20)
(2+4+14 = 20 marks)
- 2) Write the various types and characteristics of healthcare data. Briefly explain common data challenges faced by the healthcare providers. (10)
(2+3+5 = 10 marks)
- 3) What are the best practice of information governance in healthcare and healthcare data management? Explain with suitable example. (10)

4. Write short notes:

- 4A) e-governance initiative by the Government of Gujrat. (5)
- 4B) Role of stakeholders in building information governance. (5)

-----End-----

Question Paper

Exam Date & Time: 22-Apr-2022 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS (HEALTHCARE IT MANAGEMENT) EXAMINATION - APRIL 2022
SUBJECT: MIN 709 - HOSPITAL PROFILING
(2018 SCHEME)

Marks: 100

Duration: 180 mins.

Answer all the questions.

- 1) Select a healthcare industry brand of your choice and with the help of suitable examples, explain "Marketing MiX" elements followed by the respective brand chosen by you. (20)
- 2) "MAX CARE" a hospital in Mumbai, plans to launch a new Telemedicine hospital service. Illustrate Major Stages involved in a "Telemedicine hospital services" with the help of a suitable diagram. (20)
- 3A) Explain the role of physical evidence in healthcare services (10)
- 3B) Explain any four promotional methods used by a leading healthcare company of your choice. (10)
- 3C) Describe major current trends observed in the healthcare sector. (10)
- 3D) Define societal marketing? Mention the essential features of societal marketing? (10)
- 4A) Explain the meaning of Brand Equity with the help of suitable examples. (5)
- 4B) Explain the process of Idea generation in New Product Development. (5)
- 4C) Define the following: (5)
 - i. Fixed costs (overhead)
 - ii. Variable costs
- 4D) Explain the concept of personal selling. (5)

-----End-----