

Question Paper

Exam Date & Time: 05-Jan-2023 (10:00 AM - 12:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS DEGREE EXAMINATION - JANUARY 2023
SUBJECT: MIN 701 - HEALTH ECONOMICS
(2018 SCHEME)

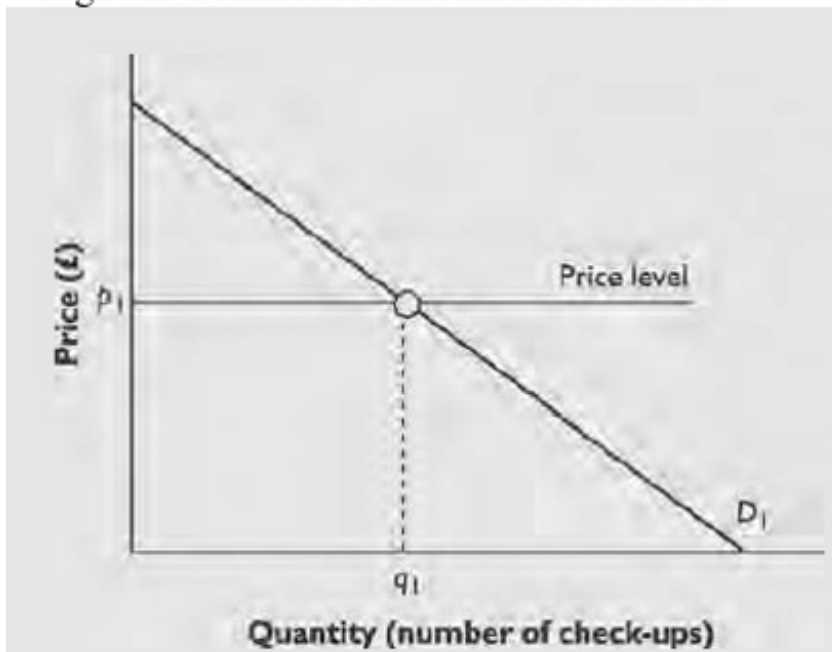
Answer ALL questions.

Marks: 50

Duration: 120 mins.

- 1) Suppose that there is a health promotion programme advocating regular dental check-ups (for which people must pay directly). What do you think would be the effect on quantity demanded, *ceteris paribus*? Mark this effect in diagram? Suppose that the dental clinic relocates to an area outside the city such that it is far from the majority of the population, *ceteris paribus*. Mark this effect in diagram? Suppose that the price charged for a dental check-up falls, *ceteris paribus*. Mark the effect in diagram? If people's income falls, what would be the effect on demand for dental check-ups, *ceteris paribus*? Again, mark the change in diagram? (20)

Fig 1. The demand for dental health checks



(5 marks \times 4 = 20 marks)

- 2A) Differentiate between the characteristics of Monopoly and Perfect competition. (10)
- 2B) Define a Firm. Explain the other broader theories of the firm that have been proposed to meet the limitations of the theory of the firm. (10)
- 3A) List the characteristics of indifference curve. Illustrate an indifference curve with an example from the healthcare sector. (5)
- 3B) Discuss the different kinds of wages. (5)

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Question Paper

Exam Date & Time: 07-Jan-2023 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS DEGREE EXAMINATION - JANUARY 2023
SUBJECT: MIN 705- MANAGING HEALTH INFORMATION SYSTEM
(2018 SCHEME)

Marks: 100

Duration: 180 mins.

Answer all the questions.

- 1A) What is a health information system? Discuss the component of health information system with suitable example. (10)
- 1B) What is the strategic plan? What are the steps involved in strategic planning of health information system? Discuss with suitable example (10)
- 2A) Discuss the organizing of information system services including processes and staffing pattern. (10)
- 2B) What are the essential IT resources required to drive the success of HIS projects? Describe in detail with suitable case. (10)
- 3A) What is monitoring and controlling of IT services? Describe the phases involve in good evaluation practice of health information system. (10)
- 3B) What is strategic leadership? Explain the seven principles of strategic leadership with suitable example. (10)
- 3C) What are the challenges in adopting IT application in healthcare. Discuss with suitable example (10)
- 3D) List the primary elements of Total Quality Management. Explain the approach of TQM in implementing and maintaining health information system. (10)

4) Write short Notes on:

- 4A) Reason for managing knowledge in healthcare organization (5)
- 4B) Methods used in capturing and organizing knowledge in healthcare (5)
- 4C) Importance of CQI approach in healthcare (5)
- 4D) Role of Health Informatics Professionals in Organizing IT services in healthcare (5)

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Question Paper

Exam Date & Time: 13-Jan-2023 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS DEGREE EXAMINATION - JANUARY 2023
SUBJECT: MIN 709 - HOSPITAL PROFILING
(2018 SCHEME)

Marks: 100

Duration: 180 mins.

Answer all the questions.

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| 1A) | Describe the Marketing Process of Creating and Capturing Customer Value with the help of a suitable diagram. | (10) |
| 1B) | Explain the Marketing Process followed by a Hospital services organization. | (10) |
| 2) | Illustrate Major Stages involved in a "New Product Development" with the help of a suitable diagram. | (20) |
| 3A) | Explain pricing strategies used in the healthcare Industry. | (10) |
| 3B) | Discuss significant highlights of the Indian healthcare industry as per the Indian healthcare industry report 2021. | (10) |
| 3C) | Compare and explain significant differences observed in the traditional way of marketing and contemporary form of marketing. | (10) |
| 3D) | List and explain the characteristics of services marketing. | (10) |
| 4A) | Explain the meaning of Need, Want and demand with the help of suitable examples. | (5) |
| 4B) | Describe the importance of Customer relationship management in Healthcare industry. | (5) |
| 4C) | Explain the meaning of Brand Equity with the help of suitable examples. | (5) |
| 4D) | Describe the meaning of Marketing Communications Mix. | (5) |

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