

Question Paper

Exam Date & Time: 09-Jan-2023 (10:00 AM - 12:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER M.Sc. HEALTH INFORMATICS DEGREE EXAMINATION - JANUARY 2023
SUBJECT: HIT6103 - HOSPITAL PROFILING
(2021 SCHEME)

Marks: 50

Duration: 120 mins.

Answer all the questions.

- 1) Examine the service design in healthcare and discuss the importance of physical evidence in healthcare service design with suitable examples. (20)
- 2) Discuss the 7Ps of marketing mix with suitable examples. (10)
- 3A) How should an organization respond to a competitor's price change? (5)
- 3B) Discuss the importance of health promotion with examples. (5)
- 4A) How should effective healthcare communication channels be designed? (5)
- 4B) What functions and flow are performed by marketing channels? (5)

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Question Paper

Exam Date & Time: 11-Jan-2023 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

THIRD SEMESTER MSc. (HEALTH INFORMATICS) DEGREE EXAMINATION - JANUARY 2023
SUBJECT: HIT6101- ENTREPRENEURSHIP AND PROJECT PLANNING
(2021 SCHEME)

Marks: 100

Duration: 180 mins.

Answer all the questions.

Long Essay:

- 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)

3) Short Essay:

- 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 leaders in cellular industry was NOKIA. Write a SWOT Analysis for NOKIA on why they didn't succeed in the market. (10)
- 3D) Describe the contents of a good business plan. (10)

4) Short Answers:

- 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 into 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)

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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: HIT6102 - MANAGING HEALTH INFORMATION SYSTEM
(2021 SCHEME)

Marks: 100

Duration: 180 mins.

Answer all the questions.

1. Long Essay:

- 1A) Infer how the continuous quality improvement methods benefit healthcare systems in maintaining HIS? Briefly explain the CQI approach in implementing and maintaining HIS. (20)
- 1B) Explain the need of health information system in healthcare. List out the various functions that HIS in the delivery of quality health care (20)

2. Short Essay:

- 2A) List out and explain the seven principles of strategic leadership. (10)
- 2B) What are the key project elements that should be created on approval of project proposal? Discuss (10)
- 2C) Explain the issues associated with the adoption of information technology in healthcare. (10)

3) Explain briefly the following:

- 3A) Benefits of Knowledge Management (5)
- 3B) Primary elements of TQM (5)
- 3C) Resource management during project phase of HIS implementation (5)
- 3D) Roles of health informatics professionals in resource management? (5)
- 3E) Feasibility study in implementing HIS (5)
- 3F) IT controlling (5)

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