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MANIPAL UNIVERSITY**THIRD SEMESTER MASTER IN HOSPITAL ADMINISTRATION
DEGREE EXAMINATION – DECEMBER 2016****SUBJECT: MHA – 621: HUMAN RESOURCES MANAGEMENT IN HEALTHCARE
(REGULAR)**

Monday, December 12, 2016

Time: 10:00 – 13:00 Hrs.

Maximum Marks: 80

✍ Answer ALL questions.**SECTION – A (Long Essay Questions)**

1. What are the objectives of Human Resources Planning? Narrate the scope of HR Planning in a healthcare management system of a hospital.
2. Define the different terms Job analysis, job description, job specification, job classification, Job Evaluation, with one merit and de-merit of each.

(15 marks × 2 = 30 marks)

Section – B (Short Essay Questions)

3. Migration of work force - its impact on human resources planning.
4. Identify one Selection process and discuss any two Selection Tests.
5. Nurse: Bed ratio in Casualty, ICU, Medical Ward, Surgical Ward, NICU.
6. Importance of Performance appraisal to an organisation. Discuss 360° appraisal system.
7. Types of Incentives given in an organisation and merits of Incentive system.

(10 marks × 5 = 50 marks)



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THIRD SEMESTER MASTER IN HOSPITAL ADMINISTRATION DEGREE EXAMINATION – DECEMBER 2016

**SUBJECT: MHA – 623: INDUSTRIAL RELATIONS IN HEALTHCARE
(REGULAR)**

Tuesday, December 13, 2016

Time: 10:00 – 13:00 Hrs.

Maximum Marks: 80

SECTION – A (Long Essay Questions)

1. **Long Essay Questions:**

- 1A. With regard to Disciplinary action, discuss the forms of punishment in detail.
(15 marks)
- 1B. With regard to the Industrial disputes act, list the authorities named for purposes of investigation and settlement of disputes. Discuss Works committees.
(8+7 = 15 marks)

Section – B (Short Essay Questions)

2. **Short essay questions:**

- 2A. List the essential prerequisites of collective bargaining. Discuss the process of negotiating a settlement.
- 2B. Adjudication.
- 2C. Frame a model enquiry letter.
- 2D. Salient features of the Trade Union (Amendment) Act, 2001.
- 2E. Confederation of Indian Industries.

(10 marks × 5 = 50 marks)



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**THIRD SEMESTER MASTER IN HOSPITAL ADMINISTRATION
DEGREE EXAMINATION – DECEMBER 2016**

**SUBJECT: MHA – 625: MARKETING MANAGEMENT IN HEALTHCARE
(REGULAR)**

Wednesday, December 14, 2016

Time: 10:00 – 13:00 Hrs.

Maximum Marks: 80

- ✍ Write neatly and legibly.
- ✍ Illustrate with flowcharts and diagrams where necessary.

PART – A

1. **Attempt all of the following questions:**

- 1A. Discuss the process involved in arriving at the price for a product or service.
- 1B. Detail the purchase procedure followed by a customer for purchase of a Motor bike.

(15 marks × 2 = 30 marks)

PART-B

2. **Attempt all of the following questions:**

- 2A. Critically examine the role played by the TPA's in implementing health insurance schemes?
- 2B. What is customer perceived value? How does this affect customer satisfaction?
- 2C. Detail the Extended Marketing Mix from Services perspective.
- 2D. Describe the various gaps that could exist in services quality.
- 2E. What are the points to be considered while making a data collection instrument for marketing research?

(10 marks × 5 = 50 marks)



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THIRD SEMESTER MASTER IN HOSPITAL ADMINISTRATION DEGREE EXAMINATION – DECEMBER 2016

**SUBJECT: MHA – 627: MATERIALS MANAGEMENT IN HEALTHCARE
(REGULAR)**

Thursday, December 15, 2016

Time: 10:00 – 13:00 Hrs.

Maximum Marks: 80

SECTION – A

1. **Long Essay Questions:**

1A. Inventory management is an important role of a material manager. Classify various inventories in a hospital store. Explain with an example, use of one Operation Research technique in material management.

1B. Classify equipment in hospital. Importance of equipment audit in a hospital.

(15 marks × 2 = 30 marks)

SECTION – B

2. **Short Essay Questions:**

2A. Types of hospital stores

2B. Types of indents

2C. Job description of staff in stores

2D. Essentials of stores design

2E. Purchase cycle

(10 marks × 5 = 50 marks)

