

Reg. No.

MANIPAL ACADEMY OF HIGHER EDUCATION

(Deemed University)

FIFTH SEMESTER B.Sc. H.I.A. DEGREE EXAMINATION – JANUARY 2006

SUBJECT: GENERAL MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Monday, January 02, 2006

Time: 3 Hours

Max. Marks: 80

All questions are compulsory

1. Define Leadership and Management. What is the difference between Management and Leadership?
(10 marks)
2. What is Scientific Management? What are the principles of Scientific Management?
(10 marks)
3. What is controlling? What are the types of Control Methods? What are the different control techniques?
(10 marks)
4. What are the effects of low morale in the employees? What measures should be taken to build up high employee morale?
(10 marks)
5. What are the drawbacks of counseling process? What are the general steps in counseling?
(10 marks)
6. What is the Role of a Manager? What are the skills required by a Manager?
(10 marks)
7. Write short notes on the following:
 - 7A. Hygiene factors.
 - 7B. Motivators.
 - 7C. Progression Principle.
 - 7D. Job enrichment.

(5×4 = 20 marks)



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FIFTH SEMESTER B.Sc. H.I.A. DEGREE EXAMINATION – JANUARY 2006

SUBJECT: FRONT OFFICE MANAGEMENT

Tuesday, January 03, 2006

Time: 3 Hours

Max. Marks: 80

All questions are compulsory.

1. What is marketing? Define and explain in detail. (2+8 = 10 marks)
2. Define HIS. Write in detail about the scope and basic components of HIS. (2+8 = 10 marks)
3. What are the problems faced by today's hospital management? What is the solution? Discuss. (5+5 = 10 marks)
4. The public areas of hospital serve as an important reference point in the context of space and traffic in the facility – In the context of the statement, state what attention should be paid while planning and designing a new facility in regards to:
 - i) Entrance and Lobby Area
 - ii) Main Waiting Area
 - iii) Gift shop, Book shop and Florist's shop
 - iv) Coffee shop cum Snack Bar
 - v) Meditation/Quite Room
 - vi) Staff Facilities(8+4+2+2+2+2 = 20 marks)
5. Write short notes on the following: (5×6 = 30 marks)
 - 5A. Marketing Mix.
 - 5B. Body language in PR.
 - 5C. Dichotomy within hospital.
 - 5D. HRM Model of ASTD.
 - 5E. Training and Development.
 - 5F. Ethical Pricing.



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FIFTH SEMESTER B.Sc. H.I.A. DEGREE EXAMINATION – JANUARY 2006

SUBJECT: INTRODUCTION TO HEALTH INSURANCE AND CODING

Wednesday, January 04, 2006

Time: 3 Hours

Max. Marks: 80

☞ All questions are compulsory.

1. Answer the following questions

1A. Write in brief about 'The beginning of Modern Health Insurance'. (10 marks)

1B. Write the history of HCFA. Write in brief about their achievements. (5+5 = 10 marks)

1C. Write in brief about Medicare and Medicaid programs. (5+5 = 10 marks)

1D. Give a detail account of Coding for Fractures and Burns. (5+5 = 10 marks)

2. Write the definitions of following Insurance terms: (2×5 = 10 marks)

2A. Medical Evacuation and Repatriation.

2B. Pre-existing condition.

2C. Necessary treatment.

2D. Deductible.

2E. Co-ordination of Benefits.

3. Write short notes on: (4×5 = 20 marks)

3A. Hospital Indemnity Insurance.

3B. Group Insurance.

3C. NCHS.

3D. CMIT.

3E. Fee-for-service.

4. Match the following from Part I to Part II:

| Part I | | Part II | |
|--------|------------|---------|---|
| 1. | Chapter 2 | a. | Diseases of Blood and Blood Forming Organs |
| 2. | Chapter 4 | b. | Neoplasm |
| 3. | Chapter 6 | c. | Diseases of Respiratory System |
| 4. | Chapter 8 | d. | Diseases of Nervous System and sense organs |
| 5. | Chapter 10 | e. | Diseases of Skin and Subcutaneous tissue |
| 6. | Chapter 12 | f. | Diseases of Genitourinary System |
| 7. | Chapter 14 | g. | Signs, Symptoms and Ill-defined conditions |
| 8. | Chapter 16 | h. | Congenital anomalies |
| 9. | Chapter 18 | i. | Supplemental classification of 'External Causes of Injury and Poisoning'. |
| 10. | Chapter 19 | j. | Supplemental classification of 'Factors Influencing Health Status and Contact with Health Service'. |

(1×10 = 10 marks)

