



HAHM

FM 415

**Master of Business Administration (MBA)
(Semester – III) (Under Distance Learning)
Examination, June 2017
COMMUNITY HEALTH AND HOSPITAL SAFETY AND RISK
MANAGEMENT**

Date : 13-6-2017

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any five** from the followings.

2) **All** questions carry **equal** marks.

1. What do you understand by Epidemiological Triad ? What are the levels of prevention and control of disease ?
2. Define primary health care ? Describe the major attributes and elements of primary health care.
3. Describe the National demographic goals under National population policy.
4. What are the important functions of Director General Health services of India ?
5. What are the core strategies under NRHM ?
6. What are the reasons of failure of NTP ?
7. What are the facts found during review of National Family Planning Program which prompted the change to RCH ?



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FM 514

MBA (Semester – III) (Under Distance Learning)
Examination, June 2017
QUALITY MANAGEMENT IN HEALTH CARE SERVICES

Date : 14-6-2017

Time : 2.30 p.m. to 5.30 p.m.

Total. Marks : 70

Instructions : 1) Answer **any five** questions.

2) **All** questions carry **equal** marks.

1. What is quality control in health care ? What are different Aspects and dimensions of quality of care ?
2. Discuss in detail history and evolution of TQM (Total Quality Management).
3. "The implications of Modern Quality Management in benchmarking". Explain this statement by giving suitable examples.
4. What Is Quality In Healthcare ? Elaborate Subjective And Objective Aspects of Quality.
5. Why do we measure patient satisfaction ? Add a note on Patient satisfaction and perceived quality of care.
6. Explain the process for building a strategy for quality in Health Care Organizations.
7. Discuss in detail implementation of total quality management in hospitals.
8. Write short notes on (**any two**) :
 - a) Quality Awards
 - b) Philosophy of Kaizen
 - c) Facility Management and Safety.



FM 413

MBA (Semester – III) (Under Distance Learning)
Examination, June 2017
LEGAL ASPECTS OF HOSPITAL AND HEALTH MANAGEMENT

Date : 15-06-2017

Time : 2:30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any five** questions.
2) **All** questions carry **equal** marks.

1. What is Health Law ? Elaborate various Legislations In Health Care.
2. "Hippocratic Oath : One of the oldest binding documents in history". Comment.
3. Discuss various principles of Medical Ethics. Add a note on Criticisms of Orthodox Medical Ethics.
4. Discuss in detail various elements and procedure under Medical Records And Law.
5. Discuss the concepts In Boundary Issues in The Doctor Patient Relationship.
6. Explain the importance of consent and medical treatment as a legal paradigm in India.
7. Brief about Torts in India. Add a note on various categories of Tort.
8. Write short notes on (**any two**) :
 - a) Golden rules.
 - b) Characteristics of Privileged Communication.
 - c) Pre-Conception and Pre-Natal Diagnostics techniques.



FM 414

M.B.A. (Semester – III) (Under Distance Learning) Examination, June 2017

MARKETING OF HEALTH CARE SERVICES

Date : 16-6-2017

Time : 2.30 p.m. to 5.30 p.m.

Total. Marks : 70

Instructions : 1) Answer **any five** questions.

2) **All** questions carry **equal** marks.

1. Discuss the importance of Health Care Marketing. Explain in detail evolution of Health Care Marketing.
2. Discuss in detail the various Personal Factors Affecting Utilization of Health Care.
3. What is a Health Care Marketing Plan ? How to develop a Comprehensive Marketing Plan for Hospital and Health Care Industry.
4. Define Marketing. Explain the 4 P's of marketing. With the help of suitable examples explain the concept of needs, wants and demands for Health Care Products.
5. What are the different Health care products ? What is the role of health care communication in Marketing of Health care products ?
6. Elaborate in detail various stages in change theory. Add a note on Health Belief Model.
7. Discuss the importance of Customer Relationship Marketing in Health Care Services. Differentiate between CRM in business-to-business (B2B) marketing and business to consumer (B2C) marketing.
8. Write short notes on (**any two**) :
 - a) Marketing of services
 - b) Porter's Five Forces Analysis
 - c) Ways to improve quality and services of Hospitals.

