



**Masters of Business Administration (MBA) (Semester – III)**  
**Examination, June 2018**  
**(Regular/Repeater) (Under Distance Learning)**  
**ANCILLARY HOSPITAL SERVICES**

Date : 14-6-2018

Total Marks : 70

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

**Instructions :** 1) Answer **any 5** questions from the following.  
2) **All** questions carry **equal** marks.

1. Describe in detail the space requirement and preparation of material for sterilization.
  2. What is the basic purpose of maintaining medical record of patients ? Discuss in detail.
  3. Discuss the space and human resource requirement for laundry in a hospital.
  4. Discuss the precautions to be observed while moving and handling gas cylinders.
  5. Which are the main hospital acquired infections and which are their prevention levels ?
  6. Describe the hazards associated with biomedical waste.
  7. Explain the various equipments and materials used in Housekeeping in the hospitals.
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**M.B.A. (Semester – III) (Regular/Repeater) (Under Distance Learning)**  
**Examination, June 2018**  
**INDOOR AND OUTDOOR HOSPITAL SERVICES**

Date : 13-6-2018

Max. Marks : 100

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

**Instructions :** 1) Answer **any 5** questions.  
2) **All** questions carry **equal** marks.

1. Describe the planning, location and architectural requirement of accident and emergency service department of a 500 bedded hospital.
2. Discuss in detail about the various zones in an OT. Describe the staffing and environmental requirement of OT complex with 6 operating rooms.
3. What do you understand by intensive care ? Discuss the planning and designing and equipment requirements of a 10 bedded ICU.
4. Define OPD services. Discuss the planning and designing of a hospital with 200 beds. Enumerate the common problems in OPD.
5. What are the various components of a laboratory services ? Discuss the work flow of a laboratory with a chart. Enumerate the equipments in a laboratory.
6. What do you understand by nursing care methods ? Discuss the various types of nursing care methods in detail.
7. Write short notes on **(any 2)**:
  - a) Quality control in laboratory.
  - b) Rehabilitation.
  - c) Monitoring and evaluation of radio diagnosis and imaging services.
  - d) Selection criteria in a blood donor.



**M.B.A. III Semester (Under Distance Learning) Examination, June 2018 .  
(Repeater & Regular)**

**MARKETING OF HEALTH CARE SERVICES**

Date : 12-6-2018

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

Max. Marks: 70

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

1. What is Marketing of Services ? Elaborate the dynamic nature of relations among the major stakeholders in the changing Health Care Environment.
  2. Discuss in detail evolution of Health Care Marketing. Why Health Care Marketing is different than marketing in other sectors ?
  3. Explain in detail the stages involved in the consumer buying decision process. Add a note on organizational buying decision making.
  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 contents of Marketing Plan ? How will you evaluate the marketing plan for health care products ?
  6. Explain the concept of Market Segmentation, Targeting and Positioning (STP). With the help of suitable examples discuss how STP is done for Health Care Products.
  7. Discuss the different pricing strategies for Health Care Products. Give factors affecting pricing decisions for these products.
  8. Write short notes on **(any two)** :
    - a) Stages in change theory.
    - b) Pricing strategies.
    - c) Functions of marketing manager.
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**Master of Business Administration (MBA) (Semester – III)  
(Regular/Repeater) (Under Distance Learning) Examination, June 2018  
LEGAL ASPECTS OF HOSPITAL AND HEALTHCARE MANAGEMENT**

Date : 11-6-2018

Total Marks : 70

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

**Instructions :** Solve *any 5*.

*All question carry equal marks.*

1. Enumerate laws governing to management of patients and Laws Governing Medico Legal Aspects.
  2. What is the basic purpose of Medical Research ? Explain Nuremberg code.
  3. Discuss the conditions under which surrogacy is to be resorted.
  4. Write notes on double effect and non-maleficence. Explain misconduct by doctors.
  5. Discuss euthanasia. Explain how an informed consent is to be obtained.
  6. Classify donors. Write the procedure for donating involving live unrelated donors.
  7. What are the fundamental duties of RMP ? Explain right of a patient.
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**Masters of Business Administration (MBA) (Semester – III)  
(Regular/Repeater) Examination, June 2018  
(Under Distance Learning)  
QUALITY MANAGEMENT IN HEALTHCARE SERVICES**

Date : 10-06-2018

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

Total Marks : 70

**Instructions :** 1) Answer **any 5** questions from the following.  
2) **All** questions carry **equal** marks.

1. Define quality in healthcare. Discuss the quality perspectives in healthcare.
  2. Define the concept of total quality management and explain the evolution of the term TQM.
  3. What is Juran's quality trilogy ? Discuss it's milestone.
  4. What is six sigma ? Enumerate the characteristics of six sigma.
  5. What is Kaizen management ? Explain the framework of Kaizen management.
  6. Discuss in brief the quality indicators in healthcare organization.
  7. Discuss the various domains of quality interventions in healthcare delivery.
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