

**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore -641 043**

**Master's Degree Examination - November 2018
Semester III**

Class: II PG

Major: MBA IT Organisation Administration

Max. Marks: 60

Time: 3 Hours

**Sectoral Specialisation
I7MBMC24B Hospital Management
Part- A**

Choose the correct answer

1. Which is not the basic of classification of hospital
a. Specialty b. Functional c. Size d. Shape
2. "Shopping Window" of a hospital is:
a. Operation Theatre b. ICU c. OPD d. Cafeteria Services
3. Concept behind changing the role of hospital from indoor care to outpatient care includes all except
a. Rising cost of hospital care
b. Shortage of hospital bed
c. Economic of hospital beds
d. Increase of hospital beds
4. In a hospital information system the following type of information is operational
a. Opening a new children's' ward
b. Data on births and deaths
c. Preparing patients' bill
d. Buying an expensive diagnostic system such as CAT scan
5. Which of the following management functions is characterized by the determination of objectives and how those objectives will be met?
a. Controlling
b. Leading
c. Organizing
d. Planning
6. Which one of the following desirable characteristics of health information is the least important in a crisis context?
a. Timeliness
b. Accuracy/validity
c. Cost
d. Relevance
7. Supportive services of hospital includes all except:
a. Pharmacy services
b. Laboratory services
c. Housekeeping services
d. Laundry services
8. Health promotion services not includes
a. Growth monitoring
b. Health screening
c. Mental counseling
d. Treatment of ARI
9. Which of the following is best suited walls and ceiling of OT
a. Ceramic tiles
b. Terrazzo
c. Glaze Tiles
d. In situ Mosaic Finish

10. Organisation effectiveness comprises all except
- Productive power
 - Adaptability to change
 - Flexibility in structure & strategy
 - Rigidity in structure

Part- B

5 × 4 = 20

Answer ALL questions

Each answer should not exceed 200 words or one page

11. a. What are the principles & techniques of Hospital management?
(Or)
- b. Explain execution of quality service is the administration department
12. a. Explain the marketing mix elements and their importance to hospitals.
(Or)
- b. Mention the responsibilities of hospital HRD manager.
13. a. Explain the role of supportive services in hospitals.
(Or)
- b. What are the records to be maintained in ward in a small hospital?
14. a. What is ABC analysis in inventory control?
(Or)
- b. What do you mean by medical audit?
15. a. What are the approaches in hospital information system?
(Or)
- b. Explain in brief about data quality management.

Part- C

5 × 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

Q.No 20 is Compulsory

16. a. Explain human resource management. With specific reference to a hospital.
(Or)
- b. Describe the branding of hospital services and also explain their implication on marketing.
17. a. Discuss in detail about the washing arrangements in linen and laundry department.
(Or)
- b. Analyze the different functions under clinical causality and emergencies.
18. a. Discuss the cost principles involved in pricing a health care product with examples.
(Or)
- b. Elicit the difference between 'cost benefit analysis' and 'cost effective analysis'.
19. a. Explain the importance and use of information system for effective functioning of a hospital using examples.
(Or)
- b. Briefly explain the basic word structures in medical language.

Compulsory

20. Illustrate the Material request planning which can be done for dental Hospital attached with a Dental college.