

MBHM 4001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Hospital Management

**PURCHASE MANAGEMENT AND INVENTORY
CONTROL FOR HOSPITALS**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. Explain about the logistic management and its functions.
2. Write about procedure involved in tendering in Hospital.
3. Explain in detail about the letter of credit.
4. Write about Pareto's law.
5. What is MIS reports?
6. How vendor developments are made in Hospital?
7. What is Buffer stock? Explain.
8. Explain about codification and classification of materials in a Hospital store.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. What are the different types of inventory control systems?
10. Write about the documentation in Hospital stores.
11. What are the different types of stores and its responsibilities in a Hospital?
12. What are the steps involved in equipment selection?
13. Tabulate planning and procurement of spares, accessories and consumables in a hospital.
14. What is supply chain management and narrate the frame work.
15. How materials are managed in a hospital? Explain with example.
16. Explain about the process of physical verification of store in Hospitals.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Recent researches have shown that the enhancing management of distribution and inventory can generate cost savings and increase potential revenue. Any improvements in hospital supply chain can lead to better inventory management, raise supplier relationship management, enhance patient's satisfaction and elevate effectiveness of hospital employees work flow. The recent trends in efficient distribution has caused healthcare industry, to focus more on streamlining their supply chain of medical supplies in an effort to be more competitive while still meeting the requirements of their customers. Medical consumables in hospital represent the medical supplies in which have critical role in hospital activities. The sample is disposable syringe as one type of medical consumables.

Questions :

How effective be the procurement, inventory management and distribution of medical consumables can be done in public hospital from codification to obsolete materials.

MBHM 4002

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Hospital Management

HOSPITAL FACILITIES MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define nutrition and dietary services in a hospital and discuss their importance.
2. Give the types of civil assets in a hospital and explain them in brief.
3. Discuss the need for medical gas pipeline in a hospital.
4. Define communication system. Explain the types of communication system used in hospitals.
5. Define laundry service. Explain its importance in hospitals in terms of customer satisfaction.
6. What is CSSD? Discuss its functions.

7. Define ambulance service and explain its types.
8. Define fire hazard. Discuss the strategies to avoid such hazard.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the role of pharmacy services in a multi-speciality hospital. Also, discuss its integration with the subsystems of such hospitals.
10. List the types of sources of electricity in hospitals and also explain the management of such sources for effective supply of electricity in hospitals.
11. Discuss the facilities and functions of bio-medical departments in modern hospitals.
12. Discuss the role of house keeping services in hospital. Also, discuss their types.
13. Explain the management of mortuary services in hospitals.
14. Define outsourcing. Explain the types of outsourced services in multi-speciality hospitals.
15. "Waste disposal in hospitals located in metros becomes complex and costly" – Explain effective management practices in this direction.
16. "Air conditioning systems become vital components of hospitals". Discuss the management of such facilities for full satisfaction of hospital users.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. In multi-speciality hospitals, prices of the services provided are very high due to use of costly equipment and appointing/hiring of experts in needy fields. But the services offered by such hospitals are not easily availed by low-income group people as well as middle-income group people.

Discuss the strategies to make open the services of such hospitals to all the segments of the society at the same time the operations of the hospitals are sustained in the long run with meaningful growth.

e-prescription system that helps to eliminate errors from illegible handwriting, and allergy alerts that warn doctors against medications unsuitable for patients and can suggest alternatives based on the symptoms observed.

Discuss in detail about any five modules (eg. services module, user manager module, EMR etc.) involved in the development of hospital information system for the ABC service enterprise.

MBHM 4003

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Hospital Management

HOSPITAL INFORMATION SYSTEMS

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss in detail about the impact of information explosion on healthcare with suitable example.
2. Elaborate e-Health and m-Health.
3. Elaborately discuss the need for the computerization of health records of the patients.
4. Explain with an example, how crime is possible in hospital information system and illustrate the role of healthcare professionals in ensuring privacy and confidentiality of data.
5. Elucidate the significance clinical information system in health care centers.
6. Write down the advantages and limitations of telehealth.

7. Globalization of Information Technology will enhance the efficiency and productivity of the hospital information system. Comment on this statement.
8. Write down the challenges encountered in implementing information technology in hospitals and health centers.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the application of hospital information system in diagnosis with a case study.
10. Comment on various dimensions of health care information.
11. How the EHR are evaluated and discuss the merits and demerits over paper records?
12. Explain with a case example, integrating the IT with strategic plan of hospital management.
13. Write the historical evolution of electronic communication technologies in hospital information system. State how they are being used by various hospitals and health centers with an example?

14. Enumerate the hardware and software devices that used to establish connections among the various systems and explain them in detail.
15. Discuss how one could utilize WWW as a tool for the competitive advantage in the healthcare delivery.
16. Examine the areas wherein speech recognition technology could be introduced in health care centers.

SECTION C — (1 × 20 = 20 marks)

Compulsory Question.

17. ABC International Hospital has digitized as many aspects of hospital work as it can enabling it to more than double the number of patients it can handle each day, increase safety and cut its patients' bills. Bill payment, human resources, record keeping and inventory management are now all done electronically, allowing the hospital's staff to get more work done. Doctors no longer wait around for patient records, such as X-ray or blood test results, to be delivered by hand. And wasteful duplication has been eliminated because doctors can see what tests have been done already and access results immediately. Digitization has also been lauded to improved safety. ABC has an

MBHM 4004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

Hospital Management

TOTAL QUALITY MANAGEMENT

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe Deming's philosophy for quality improvement.
2. Describe the activities involved by the eight pillars of TPM.
3. What are limitations to implement TQM? Explain with an example.
4. What is a team? Enumerate the characteristics of successful team.
5. Illustrate the cause and effect diagram with suitable example.
6. Explain the control chart patterns.
7. Comment on the benefits of implementing the ISO 14000 standard in health centres.
8. What is NABH? Specify the need for accreditation in health care centre towards quality standard.

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss about the importance of employees' involvement and motivation for enhancing quality in hospitals and health care centre.
10. Elaborate the steps involved in implementing TQM with suitable example.
11. Describe how voice of the customer is transformed into technical and functional requirements of QFD.
12. Explain the various techniques of performance measures.
13. Write a note on acceptance sampling plan and occurrence.
14. Write about the documents prepared for quality system.
15. Write briefly on quality audits with suitable illustrations.
16. Elaborate the four important documents to be prepared for ISO 9000 certification.

SECTION C — (1 × 20 = 20 marks)

Compulsory question.

17. The health care centre is a PT Ltd, located in Odhisa, India. It is one of the leading multispecialty health centres. Of the 112 employees working in the company, 15 are at staff/management level. Only six people are employed in the quality department which is about 5 per cent of the total workforce and is considered very lean (much of the quality inspection work has been empowered to the production operatives). The centre's organisational structure is still very much triangular in shape where the chairman / chief executive heads the company, assisted by a technical sales director and a financial director. The second level of the structure comprises departmental managers including quality, production (which is divided into cells), maintenance, materials, and also an improvement department.
 - (a) Discuss about the steps involved in implementation of TQM. Explain its perception and practices.
 - (b) Comment on the results and outcome of the Quality initiatives implementations and discuss about the problems and obstacles involved in the implementation process?

MBHM 4005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Fourth Semester

Hospital Management

PUBLIC HEALTH SYSTEM AND OUTREACH
PROGRAMMES

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

1. What is Epidemiology?
2. What is a community trails?
3. Explain national health programmes related to malaria
4. What are Non Communicable diseases?
5. What is alcoholism? Explain
6. What is nicotineaddiction?
7. What are the advantages of sterilizations?
8. Explain the advantages of Public Health Service Systems.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

All questions carry equal marks.

9. Discuss the functioning of health for all and primary health care in India.
10. Discuss reproductive and child health program in detail.
11. What are the health related national programmes organized by the government of India.
12. Explain the merits of Integrated Child Development scheme.
13. How will you setup de-addiction and rehabilitation centers.
14. What are the disadvantages of alcohol and alcoholism?
15. Discuss the functioning of waste disposal management in hospital.
16. Discuss in detail about the Regionalization of health care.

Questions :

- (a) How would you advise chronic patients to use DTC drug ads beneficially?
 - (b) As a Marketing Chief of a well known pharmaceutical company in the US, outline the marketing ethics principles your company will follow for DTC advertising.
-

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case study :

In the US it is legal to advertise prescription medicines to consumers through advertisements. This is known as direct-to-consumer (DTC) advertising. United States and New Zealand are the only two countries in the world that allow drug companies to pitch their products directly to consumers. Forms of DTC advertising include TV, print, radio and other mass and social media. DTC advertising (DTCA) is one of the most controversial issues in pharmaceuticals as this form of advertising is directed toward patients, rather than health care professionals. Promoting the use of prescription medicines directly to consumers can raise concerns. Critics believe that it encourages people to request unnecessary treatment, adding to the burden on healthcare systems.

The drug industry argues that DTCA helps 'educate' consumers of potential conditions and encourages them to see their doctor for diagnosis and treatment. While acknowledging that DTCA increases the amount spent on prescription drugs, they argue that in the long run early treatment and diagnosis reduces spending on other medical services, such as hospitalization. Critics of DTCA argue that the industry's advertising is primarily emotional in style and understates the adverse side-effects and as such is misleading. The imagery of the ads is appealing while the potentially serious side effects are buried in the fine-print. They also argue that the claimed health benefits are overstated. Surveys reveal that people who have seen DTC ads will often request and be prescribed the drug. DTCA campaigns will usually aim to have pre-primed doctors via a parallel promotional campaign. Critics argue that this results in over-diagnosis of a condition and the inappropriate use of prescription drugs, even where non-drug treatments are as or more effective. As a result, DTCA unnecessarily drives up the overall cost of healthcare without necessarily improving the health of those treated.

In 1982, the United States Food and Drug Administration (FDA) prompted pharma company Lilly to retract a press kit for its NSAID (Non Steroidal Anti-inflammatory Drug) Orafkx, citing the "false and misleading" provision of risk information. DTCA was only legalized in the US after a 1985 FDA ruling, but the agency required the adverts to include a great amount of information on the risks of the drugs. Drug companies spend to the tune of \$5 billion a year in DTC advertising. The availability of DTC advertising, in turn, has had a pronounced effect on drug companies' priorities. As numerous critics have observed, DTCA invites the development and promotion of drugs aimed at very large groups of users suffering from chronic and persistent but not necessarily life-threatening conditions. Critics say the advertising promotes the over-use of prescription drugs that are sometimes dangerous. In fact, studies indicate that this great amount of advertising has been successful in raising the prescription rate of DTC drugs by 34.2%, compared to only a 5.1% increase in other prescriptions. This, and many other aspects of DTC advertising, has made it extremely controversial among public health officials and physicians.