

[LB 0212]

AUGUST 2012

Sub. Code: 2216

**B.Sc. MEDICAL SOCIOLOGY
SECOND YEAR**

PAPER VI - HOSPITAL OPERATIONS AND PUBLIC RELATIONS

Q.P. Code : 802216

Time : Three hours

Maximum : 100 marks

(180 Mins) Answer ALL questions in the same order.

I. Elaborate on:

	Pages (Max.)	Time (Max.)	Marks (Max.)
1. Elaborate on the characteristics of effective managers.	7	20	10
2. What are the four basic elements of laboratory administration? What are the policies and procedures with regard to laboratory samples?	7	20	10
3. Elaborate on the principle objectives of Public Relations advertising.	7	20	10

II. Write Notes on:

1. Skills of an Administrator.	4	10	5
2. List the important characteristics of managers.	4	10	5
3. Health Insurance in India.	4	10	5
4. Radiology Records.	4	10	5
5. Duties and responsibilities of Pharmacy and Therapeutic Committee.	4	10	5
6. What are the principles of Employee Communication?	4	10	5
7. Distinguish between Administration and Management.	4	10	5
8. Marketing results in satisfaction of patients.	4	10	5

III. Short Answers on:

1. Define Hospital Administration?	2	4	3
2. Who are the various stake holders in a hospital?	2	4	3
3. Diagrammatic scheme of Management Process.	2	4	3
4. Zoning.	2	4	3
5. Clinical Pathology.	2	4	3
6. Personnel Administration.	2	4	3
7. Immunology.	2	4	3
8. Identification of Laboratory Specimen.	2	4	3
9. Biomedical Waste disposal.	2	4	3
10. Mammography.	2	4	3
