

[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:**

	<b>Pages (Max.)</b>	<b>Time (Max.)</b>	<b>Marks (Max.)</b>
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

\*\*\*\*\*

[LD 0212]

AUGUST 2013

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**

**Answer All questions**

**I Elaborate on: (3x10 =30)**

1. Elaborate the characteristics of hospital marketing.
2. List out the various support services and describe each of their functions.
3. Elaborate the principle objective of public relation and list out its tools and elements.

**II Write Notes on: (8x5 =40)**

1. Describe patient relations and list out the ways in which good patient' relations can be maintained in a hospital.
2. Discuss hospital management as a service organization and its peculiarities.
3. List and describe the three skills of an effective manager.
4. What is Personnel Management? Describe its functions.
5. What is materials management? Do you prefer centralized or de-centralized purchasing department for a hospital set-up.
6. List out steps in planning? What action can be taken to make planning effective?
7. What is the necessity of having Public Relations Department in hospital?
8. Do you think marketing hospital services ethically right or wrong – justify.

**III Short Answers on: (10x3 =30)**

1. Explain the challenges of health and health care administrator.
2. Zoning.
3. What is materials management?
4. What is “price” discussing the factors involved in pricing service?
5. What is budgetary control?
6. What are the essential qualities of good hospital Leader?
7. Classification of Radiology work.
8. What is Clinical Services?
9. Why patient choose a particular hospital?
10. What do you mean by public? Describe internal and external public.

\*\*\*\*\*

**B.Sc. MEDICAL SOCIOLOGY**  
**SECOND YEAR**  
**PAPER -VI HOSPITAL OPERATIONS AND PUBLIC RELATIONS**  
*Q.P. Code : 802216*

**Time: Three hours**

**Maximum : 100 Marks**

**Answer All questions**

**I. Elaborate on:**

**(3 x 10 = 30)**

1. What is budgeting? What are the different types of budgeting?
2. What are the characteristics of effective management?
3. Co-ordination is very important for Hospital Organisation. Elaborate and indicate how co-ordination is facilitated.

**II. Write Notes on:**

**(8 x 5 = 40)**

1. Roles of hospitals in primary health care.
2. Material management.
3. What are the changing roles of an Administrator?
4. What are the benefits of hospital marketing?
5. What are the advantages of ABC analysis?
6. What are the functions of stores management?
7. Blood bank.
8. Briefly describe policies and procedures in Radiology services.

**III. Short Answers on:**

**(10 x 3 = 30)**

1. Diagrammatically project the process of management.
2. Define PR.
3. What are the various types of publicity?
4. Write a short note on CSSD.
5. Indicate the functional components of clinical laboratory.
6. Describe the location of a pharmacy.
7. What is a hospital formulary?
8. What is the formula for calculating the number of operations that can be conducted in a day in a Hospital?
9. What is diagnostic radiology?
10. Explain Budget manual.

[LH 0815]

AUGUST 2015

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**

**Answer All questions**

**I. Elaborate on:**

**(3 x 10 = 30)**

1. Distinguish between the Public Relations functions and Patient Relations function in a hospital.
2. Discuss the Managerial Activities and functions of the Hospital.
3. Explain the functions of the Clinical Supportive Services in a hospital.

**II. Write Notes on:**

**(8 x 5 = 40)**

1. Write a note - on products in hospital services.
2. Write a note Radiology department functions in a hospital.
3. What is employee relations?
4. Discuss the role of the marketing manager in a hospital.
5. Give a note co-ordination.
6. Write a note on functions of patients relations manager.
7. What is Basic control process of a hospital?
8. Write a note on tools of public relations.

**III. Short Answers on:**

**(10 x 3 = 30)**

1. Write objectives of the Clinical Supportive Services.
2. What do you mean by the basic control process?
3. Write three managerial functions of the hospital.
4. Write important functions of Operation Theatre suite.
5. Write a note - product in hospital services.
6. Give a note on Pharmacy department.
7. Write a note on marketing unit in the hospital.
8. Write a note on Public Relations Officer.
9. Brief a note facilitate co-ordination.
10. Write a note on role of House Keeping Manager.

\*\*\*\*\*

[LI 0216]

FEBRUARY 2016

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**

**Answer All questions**

**I. Elaborate on:**

**(3 x 10 = 30)**

1. Write an essay on Managerial Activities and functions of the Hospital.
2. Patient Relations Department is the heart of the hospital operation – Explain.
3. Discuss on the characteristic features of hospital marketing.

**II. Write Notes on:**

**(8 x 5 = 40)**

1. Write a note Radiology department functions in a hospital.
2. What is Basic control process of a hospital?
3. What do you mean by public in a hospital operation?
4. What are the objectives of the clinical supportive services?
5. Discuss on the Pharmacy wing in a hospital.
6. How the marketing unit is an important function of the hospital?
7. How the employee relation is an important function of a hospital?
8. Discuss the role of the hospital administrator.

**III. Short Answers on:**

**(10 x 3 = 30)**

1. Write three objectives of the Clinical Supportive Services.
2. What are the elements of public relations?
3. What do you mean by the basic control process?
4. Write three managerial functions of the hospital.
5. What are the basic tools of public relations?
6. What is coordination?
7. Write three important functions of Operation Theatre suite.
8. What do you mean by control technique?
9. Write a note - product in hospital services.
10. Write three important functions of patients relations.

\*\*\*\*\*

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

**PAPER VI – HOSPITAL OPERATIONS AND PUBLIC RELATIONS**

*Q.P. Code : 802216*

**Time: Three Hours**

**Maximum : 100 Marks**

**Answer All questions**

**I. Elaborate on:**

**(3 x 10 = 30)**

1. Define and explain how the employees relation and patient relations is important in hospital operation?
2. Explain the four elements of laboratory administration and what are the polices and procedures with regards to laboratory samples?
3. Define Marketing and elaborate the characteristics of hospital marketing.

**II. Write Notes on:**

**(8 x 5 = 40)**

1. Skills of an administrator.
2. Distinguish between Administration and Management.
3. Discuss hospital management as a service organization and its peculiarities.
4. Significance of control system.
5. Principles of a good control system.
6. Define co-ordination and explain its objectives and principles.
7. Functions of Pharmacy and responsibilities of chief pharmacist.
8. List out steps in planning and what action can be taken to make planning effective?

**III. Short Answers on:**

**(10 x 3 = 30)**

1. Define price and explain the factors involved in pricing service.
2. What is MRD and explain its functions?
3. Classification of radiology services.
4. Explain the challenges of a health care administrator.
5. Why patient choose a particular hospital?
6. Differences between hospital services and goods services.
7. Who are the various stake holders in a hospital?
8. Role of communication in health care industry.
9. What is a “hospital formulary”?
10. What is budgetary control?