



PJ – 686

**III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
Management
Paper – 3.6.2 : MANAGEMENT OF PUBLIC HEALTH SYSTEMS**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions.

(5×5=25)

1. What do you mean by public health ? Explain the scope and nature of public health.
2. Discuss about Communicable disease and Non-Communicable disease with suitable examples.
3. What is a Community health program ? Explain any three schemes of Community health program.
4. Explain how the Mass media and Mass Communication are helpful towards health education.
5. Examine how the Principles of ethics are utilized during the process of organ transplantation and clinical trial.
6. Write a short note on MCI Regulations used in Medical ethics.
7. "Have patient rights are utilized efficiently in today's scenario". Explain.

SECTION – B

Answer **any three** of the following questions.

(3×10=30)

8. Explain in detail about principles of disease transmission and disease control.
9. What is epidemiological disease and explain the various methods of epidemiological disease ?
10. Discuss briefly about the evaluation of National Health programmes and schemes available in India.

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11. Write a short note on :

- a) National Health Mission
- b) Role of NGO's.

SECTION - C

Compulsory (Case Study).

(1x15=15)

12. A 64-year-old man with a number of health issues comes to the hospital because he is having trouble breathing. The care team helps resolve the issue, but forgets a standard treatment that causes unnecessary harm to the patient. A subsequent medication error makes the situation worse, leading a stay that is much longer than anticipated.

Questions.

- a) The behavior of a Doctor starts to put the patient at risk. What would you do ?
- b) You are the CEO and a patient in your hospital dies from a medication error. What do you do next ?
