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Question Paper Code: 1215256

B.E. / B.Tech. DEGREE EXAMINATIONS, NOV/ DEC 2024

Fifth Semester

Biomedical Engineering

U20BM504 – CLINICAL MANAGEMENT

(Regulation 2020)

Time: Three Hours

Maximum: 100 Marks

Answer ALL questions

PART – A

(10 x 2 = 20 Marks)

1. What is the role of a hospital in terms of operations?
2. What are the key elements to consider during the planning phase of a hospital?
3. Write the importance of Human Resource Management?
4. What are the essential skills required for a Human Resource Development Manager?
5. What is a marketing information system?
6. What are the key challenges of global marketing in the medical sector?
7. Identify two information requirements for Clinical Information Systems.
8. List out the role of Medical Records in healthcare information systems.
9. What are the key features of ISO 14000?
10. What does NABA accreditation means?

PART – B

(5 x 16 = 80 Marks)

11. (a) Discuss the main distinctions between hospital administration and industrial management? (16)

(OR)

- (b) (i) Why is comprehensive planning essential in hospital equipment acquisition and maintenance? (8)
(ii) How has telemedicine impacted hospital management, and what are the current issues in its implementation? (8)

12. (a) What are the core principles and functions of Human Resource Management in a hospital setting? (16)

(OR)

- (b) Explain the recruitment, selection, and training process for healthcare staff in hospitals. (16)

13. (a) What is a Marketing Information System, and how is it used to develop insights for healthcare organizations? (16)

(OR)

- (b) Explain the model of consumer behavior in the healthcare market, including types of buying decision behavior and the buyer decision process. (16)

14. (a) Describe the purpose of clinical waste and disease prevention. (16)

(OR)

- (b) Discuss the information requirements and decision-making role of departments such as Medical Transcription, Medical Records, and Central Sterilization in a hospital. (16)

15. (a) What are the key elements and features of ISO standards? And explain in detail? (16)

(OR)

- (b) Discuss the importance of safety and security measures, including fire safety, loss prevention, and medical audits in healthcare management. (16)