

[LF 1014]

OCTOBER 2014

Sub. Code :2028

**MBA (HOSPITAL & HEALTH MANAGEMENT) DEGREE EXAMINATION
SECOND YEAR
(2011-2012 Batch onwards)
PAPER VIII – INTERNATIONAL HEALTH MANAGEMENT**

Q.P. Code: 432028

Time: Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Discuss the evolutionary reforms carried out in healthcare delivery system in Italy and Australia.
2. Discuss the healthcare challenges in global perspective.

II. Write notes on:

(10 x 6 = 60)

1. Discuss the need for Health Sector Reforms in a country.
2. Explain the merits and demerits of national health accounts for a country.
3. Discuss the structure, process and models of managed care.
4. “General practitioners are regarded as the gatekeepers of healthcare system” – Discuss.
5. Discuss the Healthcare system followed in the U.S.A.
6. Discuss the importance of Socialized medicine.
7. Explain the main purpose and activities of World Intellectual Property Organization.
8. Give an account of the Hague agreement concerning the international registration of Industrial design.
9. Suggest the various methods to capture new healthcare markets.
10. Discuss the various parameters to be adopted for positioning the Healthcare Organization.
