

[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.

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