

00200

**POST GRADUATE DIPLOMA IN
HOSPITAL AND HEALTH MANAGEMENT**

Term-End Examination

December, 2011

**DHHM-3 : ORGANISATION & MANAGEMENT
OF HOSPITALS AND HEALTH
SYSTEM MANAGEMENT**

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory.*

1. (a) Define Primary Health care. **3+7+10=20**
(b) Describe the components and the Principles of Primary Health Care.
(c) Discuss the role of Hospitals in Primary Health Care.

2. (a) Describe the concept of Public Relation. **3+7+10=20**
(b) Discuss the factors that affect the Public Relation in a Hospital.
(c) How will you plan and organise a Public Relation Department in a Hospital ?

3. Write short notes on *any five* of the following : 5x6=30

- (a) Role of Hospital Administration towards organisation.
 - (b) Measures of Dispersion.
 - (c) Role of Engineering Services Department in a hospital.
 - (d) Occupational Health Hazards.
 - (e) National Cancer Control Programme.
 - (f) Elements of National Health Policy.
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