

UNIVERSITY OF SWAZILAND
FACULTY OF HEALTH SCIENCES

MAIN EXAMINATION PAPER- DECEMBER 2014

**TITLE OF PAPER : PUBLIC HEALTH ADMINISTRATION AND
MANAGEMENT**

COURSE CODE : EHM 303

TIME : 2 HOURS

MARKS : 100

**INSTRUCTIONS : ANSWER QUESTION 1 AND ANY THREE
QUESTIONS**

: EACH QUESTION IS 25 MARKS

**: NO FORM OF PAPER SHOULD BE BROUGHT
INTO NOR TAKEN OUT OF THE EXAMINATION
ROOM**

**: BEGIN THE ANSWER TO EACH QUESTION ON A
SEPARATE SHEET OF PAPER**

QUESTION 1**Multiple choice questions**

- A. Choose only one answer and write only the letter for the correct answer : [2marks each]
- I. What major Public Health intervention has the purpose of eliminating or reducing exposure to harmful factors by modifying human behavior?
- A. Health Promotion
 - B. Secondary Prevention
 - C. Health Monitoring
 - D. Environmental Scanning
- II. Which of the following is an example of secondary prevention?
- A. Immunization
 - B. Chemotherapy
 - C. Cancer screening
 - D. Surgery
- III. The ethical principle of avoiding harm whenever possible is called:
- A. Beneficence
 - B. Non-maleficence
 - C. Autonomy
 - D. Social justice
- IV. Which of the following federal public health agencies is responsible for surveillance and disease investigation?
- A. Food & Drug Administration (FDA)
 - B. Centers for Disease Control (CDC)
 - C. Health Resources & Services Administration (HRSA)
 - D. National Institutes of Health (NIH)

V. Which of the following is not a pillar of financial management?

- A. Record keeping**
- B. Budgeting**
- C. Auditing**
- D. Monitoring**

B. Are the following statements true or false? [1 mark each]

- I. Ethical frameworks has evolved in the past due to bitter experience with ethical failures which later on affect public health standards of practice for future generations**
- II. Precautionary Principle-public health interventions impose burdens on individuals or population and where feasible, reasonable compensation should be considered**
- III. Unity of command- A clear, unbroken link between employees, whereby there is someone at higher level, all the way to the top of the organization**
- IV. Mission Statement-Describes the reason for organization existence in broad terms and is oriented into the present rather than future**
- V. In participative management, subordinates are actively involved in decision making and problem solving**

C. Complete the following sentences: [2 marks each]

- I. _____ is the state of complete physical, mental and societal well-being and not merely the absence of disease or infirmity"**
- II. _____serves in a regulatory role to assure high quality care to the individual and community**
- III. _____ is the process of international trade liberalization, privatization, domestic deregulation by which people of the world are becoming part of a single society**

- IV. _____ is the set of processes that arouse direct and maintain human behaviour toward attaining some goal
- V. _____ is a system which is highly structured and usually includes no participation by the governed

[25 marks]

QUESTION 2

- a) What is strategic planning? [2]
- b) What are the factors to consider in scanning the environment? Give examples [5]
- c) How a strategy is built and implemented in an organization? [5]
- d) Discuss the quality improvement process in an organization [10]
- e) What are the success factors for quality improvement in an organization? [3]

[25 marks]

QUESTION 3

- a) Briefly explain what is primary health care [2]
- b) What are the principles of primary health care? [8]
- c) Give the goals and characteristics of primary health care [10]
- d) What is management by objectives (MBO)? Give 2 advantages and 2 disadvantages of management by objectives [5]

[25 marks]

QUESTION 4

- a) Identify a problem of your choice and analyze it in detail using the root-cause analysis [10]
- b) You are the manager of an infectious disease control unit. One evening while watching the news, you get to know that 10 people have died from cholera in the national referral hospital. Your phone starts ringing nonstop as the public is in a panic state.

- i. What do you need to have in your office as a guide towards your actions? [5]
- ii. What things must have been done together or put together with your guide [5]
- c) Your employees are not happy with one another and it has caused so much conflict in the organization. As a manager you are supposed to intervene as part of your responsibility. States clearly how you can solve the problem [5]

[25 marks]

QUESTION 5

- a) What is the difference between mission statement and vision statement? [5]
- b) What activities are there to consider when promoting positive organizational climate? [10]
- c) What are the important components of communication? [5]
- d) As the manager of an organization, how would you improve communication in the organization? [5]

[25 marks]