

Total No. of Questions : 5]

SEAT No. :

PF5733

[Total No. of Pages : 2

[6648]-715

M.B.A. -II

PHM 610 MJ : HEALTH CARE MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *Answer all questions.*
- 2) *Figures to the right indicate full marks.*

Q1) Answer any 5 out of 8.

[10]

- a) Define Hospital planning.
- b) What is the role of a health care manager.
- c) State two objectives of strategic management.
- d) Define Health care economics.
- e) Mention any two components of National Health Policy.
- f) What is patient satisfaction.
- g) Define Accreditation.
- h) What is Risk Management in health care?

Q2) Answer any 2 out of 3.

[10]

- a) Explain the principles of organization relevant to hospital administration.
- b) Describe the drivers for starting new health care.
- c) Explain cost containment strategies in hospitals.

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Q3) Answer 3 (a) or 3 (b). [10]

- a) Apply the decision making process to improve resource allocation in critical care unit.
- b) Prepare a budget outline for a newly planned pharmacy department.

Q4) Answer 4 (a) or 4 (b). [10]

- a) Analyse patient perceived quality vs patient satisfaction with example.
- b) Analyse the impact of data analytics on continuous quality improvement in hospitals.

Q5) Answer 5 (a) or 5 (b). [10]

- a) Evaluate the ethical concerns related to patient privacy & confidentiality.
- b) Create a strategic management model to improve the competitiveness of a healthcare organization.

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