

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – SUMMER 2019

Subject Code: 3539285

Date:06/05/2019

Subject Name: Healthcare and Hospital Management

Time:02:30 PM To 05:30 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

- Q.1** Define following terms; **14**
(a) Healthcare Management
(b) Healthcare Marketing
(c) Hospital Management
(d) Medical Tourism
(e) Tele-medicine
(f) Medical Ethics
(g) Epidemiology
- Q.2** (a) Explain Growth of Healthcare Industry in India. **07**
(b) Discuss Public and Private Healthcare Infrastructure in India. **07**
- OR**
- (b) Discuss the Role of Hospitals in Healthcare. **07**
- Q.3** (a) Discuss the Role of Humana Resource Manager in Hospital Management. **07**
(b) Discuss various strategies for Hospital to approach Finance and Cost Management. **07**
- OR**
- Q.3** (a) Describe the Role of Information Technology in E-Hospital Management. **07**
(b) Write a short note on Six Sigma and NABH. **07**
- Q.4** (a) Explain various Principles of Medical Ethics. **07**
(b) Explain various Elements of Marketing Communication mix in Healthcare Promotion. **07**
- OR**
- Q.4** (a) Discuss Trends of modern way of Healthcare Marketing. **07**
(b) Explain PPP Models in Healthcare sector in India. **07**

Q.5 CASE STUDY:

MANAGING THE OUTPATIENT CLINIC

You are the manager of an outpatient clinic in a large hospital. The hospital's management has always been searching for ways of increasing efficiency. They have recently installed a new computerized record keeping and billing system, but to the surprise of everyone, including yourself, the expected increase in efficiency was not realized. In fact, efficiency and effectiveness have both fallen off, (i.e., lost records, late billings, and incorrect charge of) and the extent of employee turnover has risen.

You do not believe there is anything wrong with the system. You have had reports from other hospitals who are using it and they confirm this opinion. You have also had representatives from the firm that built and installed the system and machines, go over them and they report that they are operating at peak efficiency.

Among your immediate subordinates (three first line supervisors, each in charge of a shift, and your administrative assistant), the drop in production has been variously attributed to poor training of the operators, lack of an adequate system of financial incentives and poor morale. Clearly, this is an issue about which there is no time to lose in rectification. The hospital management would like to know within a week what steps you plan to take to tackle the situation.

You share your manager's concern with the falling productivity and know that your subordinates are also concerned. The problem is to decide what steps to take to rectify the situation.

- (a) Analyze the case and state the problem involved. **07**
- (b) What is the best decision method to use in approaching this problem? **07**

OR

- Q.5**
- (a) Write a short note on Integrated Healthcare delivery. **07**
 - (b) Discuss Medical Transcription as one of the recent Trends in Healthcare sector. **07**
