

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –IV-EXAMINATION – SUMMER-2022

Subject Code: 4549294

Date: 16-07-2022

Subject Name: Healthcare and Hospital Management

Time: 10:30 AM TO 01:30 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 Explain the each following term

14

- (a) Hospital Management
- (b) Six Sigma
- (c) NABH
- (d) Medical Ethics
- (e) Medical Tourism
- (f) PPP Model
- (g) HMIS

Q2.

- (a) Explain the current state of healthcare in India? Also explain its growth and development? **7**
- (b) Explain the classification of hospitals in India? **7**

OR

- (b) Why we need to have laws and rules for hospitals and medical practitioners? **7**

Q3.

- (a) Explain the role of NGOs in Indian healthcare Industry? **7**
- (b) What the functions of Hospital Management? **7**

OR

- (a) What is Quality Council of India? Explain NABH? **7**
- (b) How the marketing can be done with respect to healthcare Industry? **7**

Q4.

- (a) Explain the Modern Way of Healthcare Marketing – Social Media, Web based marketing? 7
(b) What are the preventive and social medicine? How Epidemiology is dealt now days? 7

OR

- (a) How the Artificial Intelligence and robotics are useful in healthcare nowadays? 7
(b) Explain the role of integrated healthcare delivery and homecare as a tool of good management
Of healthcare services? 7

Q5. 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.

Questions:

- (a) Analyze the case and state the problem involved. 7
(b) What is the best decision method to use in approaching this problem? 7

OR

- (a) Write a short note on Integrated Healthcare delivery. 7
(b) Discuss Medical Transcription as one of the recent Trends in Healthcare sector. 7
