

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER - IV-EXAMINATION- SUMMER-2023**

**Subject Code: 4549294**

**Date: 21/06/2023**

**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.**
- 4. Use of simple calculators and non-programmable scientific calculators are permitted.**

**Q.1 Write a note on the following terms**

**(14)**

- (a) Support services**
- (b) Healthcare Infrastructure**
- (c) Medical Transcription**
- (d) NABH**
- (e) Re-engineering,**
- (f) Home care**
- (g) Quality Delivery**

**Q.2 (a) How hospitals are classified in India? What are the roles played by hospitals in healthcare industry? (7)**

**Q.2 (b) Explain Growth of Healthcare Industry in India. (7)**

**OR**

**Q.2(b) What are the characteristics of healthcare system in India? Explain the issues and challenges faced by Indian healthcare industry? (7)**

**Q.3 (a) Discuss the Role of Humana Resource Manager in Hospital Management. (7)**

**Q.3 (b) Describe the Role of Information Technology in E-Hospital Management. (7)**

**OR**

**Q.3 (a) What is hospital management? Explain each function of hospital management in detail? (7)**

**Q.3 (b) Explain the role of NGOs in healthcare industry? (7)**

**Q.4(a) Explain Principles of Medical Ethics with reference to India. (7)**

**Q.4(b) Explain PPP Models in Healthcare sector in India. (7)**

**OR**

**Q.4(a) Describe the marketing communication mix for healthcare industry? (7)**

**Q.4(b) Discuss Trends of modern way of Healthcare Marketing. (7)**

### Q.5 Case Study

A high-volume urgent care clinic was experiencing a variety of challenges related to key metrics as well as patient and staff satisfaction. The clinic had 16 bed treatment spaces and was open 7 days a week, 364 days a year. The patient population included a wide range of acuities and variety of diagnostic testing and procedures.

Acute Care Solutions, a consultant firm engaged to understand the root causes of their challenges and identify recommendations for improvement. Through direct observations and data collection and analyses, the team identified the following key factors:

- Considerable variability in staff scheduling, patient flow management and staff/provider workflow
- No system to track patient flow metrics
- Site closing early based on provider workload
- Staff unaware of patient physical location, as patients were sent to the laboratory for blood and urine specimen collection
- Length of Stay over 2 hours

(a) Is Infrastructure management important in hospital management? (7)

(b) "Hospital administration is not a one-man task" – explain it with reference to case? (7)

OR

(a) Analyse the case with respect to hospital management functions? (7)

(b) What are the different medical laws applicable in the above case? (7)

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