AU–1665

M.B.A. Semester—IV Examination

HEALTH CARE MANAGEMENT AND ADMINISTRATION (New Course)

Paper—MBA/4501/HC

Time : Three Hours]   [Maximum Marks : 70

Note :— (1) Attempt **ALL** questions.

(2) Figures to the right indicates marks.

SECTION—A

1. (a) Give an overview about professional management of hospitals in India as compared to foreign Countries of government hospitals. Give suitable examples.   14

OR

(b) Enumerate the organisational structure for a corporate and private hospital in India. Give suitable examples.   14

SECTION—B

2. (a) Discuss the various Policies to be made for health care industry in India.   7

(b) Strategise the organisation structure for Max Hospitals based at Mumbai.   7

OR

(c) Enlist the various planning strategies for health care industry in India.   7

(d) Help out Life Care Hospital to plan out its operational policies for its various corporate hospitals based across India.   7

3. (a) Differentiate between primary and secondary health care structure in Maharashtra.   7

(b) Wockhart Hospital wants to hire health executives; what skills should they seek in the candidates during the interview ?   7

OR

(c) Enlist the duties and responsbilities of hospital managers. 7

(d) Help out Galaxy Hospital in prepairing the function and role of Health Chief Executives for its hospitals. 7

SECTION—C

4. (a) Enlist the various communication barriers amongst various departments in health care industry. 7

(b) How better Co-ordination amongst staff members can be achieved in health care industry ? 7

OR

(c) Enlist the decision making process in corporate hospital for hiring the staff members. 7

(d) Enumerate the concept of field relationship management in health care industry. 7

SECTION—D

5. Rainbow Hospital used to manually record its patient data but from last six months, Rainbow Hospital implemented management information system for patient record. After several complaints to the hospital from patients about missing of basic records, Rainbow Hospital is thinking again to take the data of patients manually.

Questions :

(i) Comment on practical problem in the case. 3

(ii) Rainbow Hospital should take the patient record manually or by management information system. (Online) ? Justify your comments. 7

(iii) Why not there should be Hybrid system at the same time ? Justify your answer. 4