

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PM) – SEMESTER –9 • EXAMINATION – WINTER - 2016

Subject Code: 4390203

Date: 21/11/2016

Subject Name: 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** (a) Distinguish between management and administration. **07**
(b) Define Hospital. Explain how it is differ from other organizations. **07**
- Q.2** (a) How will you manage the scarcity of health care in rural areas? **07**
(b) What are the responsibilities of Hospital Manager? **07**
- OR**
- (b) Suppose you are Talent acquisition manager for XYZ hospital in Ahmedabad. **07**
What kind of Skill being talent acquisition manager you expect from Hospital Administrator.
- Q.3** (a) Explain the importance of Information system in Hospital Management. **07**
(b) Explain the various types Hospitals. **07**
- OR**
- Q.3** (a) Explain the role of MIS in Hospital Management. **07**
(b) ABC Hospital is facing the problem of decrease in patient rate in hospital. Being Market manager of ABC, what kind of strategies you would adopt to increase the rate of patient. **07**
- Q.4** (a) What is Ethics? What kind of ethical issues involved in Hospitals? **07**
(b) List and explain the training programs organized in the hospitals. **07**
- OR**
- Q.4** (a) Draw and explain the organizational hierarchy of Private hospital. **07**
(b) Describe the professional ethics and qualities of the medical professional. **07**
- Q.5** (a) Illustrate the promotional strategies of hospitals. **07**
(b) How do you provide counselling to the Alcoholic patients? **07**
- OR**
- Q.5** (a) How will ensure the coordination between different departments of a Hospital for effective functioning of a Hospital? Explain. **07**
(b) Explain the importance of CRM in hospitals **07**
