

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 **07**
Market manager of ABC, what kind of strategies you would adopt to increase the rate of patient.
- 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 **07**
Hospital for effective functioning of a Hospital? Explain.
(b) Explain the importance of CRM in hospitals **07**
