

IV Semester M.B.A. Degree Examination, July 2018  
(CBCS Scheme)  
MANAGEMENT

4.5.1 : Basic Management Aspects of Health Care

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following, **each** question carries 5 marks. (5×5=25)

1. Bring out the framework of healthcare organisations.
2. Explain the team conflict management in healthcare organisations.
3. Discuss the retention strategies adopted in healthcare organisations.
4. Describe the performance management systems in healthcare organisations.
5. Explain the pricing policy in healthcare organisations.
6. Explain the need for breakeven analysis for hospitals.
7. Describe the significance of disposal management in hospitals.

SECTION – B

Answer **any three** questions from the following, **each** questions carries 10 marks. (3×10=30)

8. Explain the service culture with reference to health care business.
9. How to manage competency in health care ? Explain.
10. Discuss the different marketing challenges of service marketing in India.
11. Elucidate the significance of inventory management in health care organisations.



## SECTION – C

12. **Compulsory Case Study :****(1×15=15)**

CallHealth Services Private Limited (CallHealth), one of the first integrated virtual and mobility healthcare platforms in the world, was launched in September 2015. Promoted as an online supermarket of healthcare services, CallHealth offered comprehensive online healthcare products and services to patients, right from wellness to prevention to cure, at their doorstep using a technological platform. Calling CallHealth the Amazon of the healthcare industry, Hari Thalapalli, CEO of CallHealth, said, "This is a first of its kind in the world because to our understanding there is no player who does an integrated play-virtual and physical-across all services ever. CallHealth is an innovative and integrated healthcare system to cater to the comprehensive healthcare needs of the people in their homes. As an aggregator of healthcare services, CallHealth provided a complete range of healthcare services under a single platform. It originated from the emerging need to build a connectivity and collaboration among the stakeholders of the healthcare system to provide a wholesome healthcare package to people at their doorstep.

**Question for discussion :**

- a) Evaluate the management challenges of CallHealth's integrated healthcare services, a one-stop solution to healthcare issues for patients.
- b) Analyze the comparative advantage of CallHealth's online healthcare services over offline healthcare services.
- c) Bring out and explain the marketing challenges of CallHealth.