

## IV Semester M.B.A. Degree Examination, July 2018

(CBCS)

## MANAGEMENT

## 4.5.2 : Strategic Management in Health Care Setting

Time: 3 Hours

Max. Marks : 70

## SECTION - A

Answer **any five** questions from the following, **each** question carries

5 marks :

(5×5=25)

1. Explain the vision and mission of a reputed hospital, giving suitable examples.
2. What are the key performance indicators of healthcare setting ?
3. Explain cost leadership strategies and differentiation strategy.
4. What is the significance of quality circle in health care industry ?
5. What are the quality standards to be followed in relation to patient care ?
6. Explain the importance of patient satisfaction survey.
7. Explain the influence of corporate culture in delivering health care services.

## SECTION - B

Answer **any three** questions from the following, **each** question carries

10 marks :

(3×10=30)

8. Critically evaluate the different business models incorporated in healthcare industry.
9. Elaborate M. E. Porter's competitive advantage strategy as applicable in health sector.
10. Bring out the concept of TQM and its significance in health care services.
11. Explain the recent innovations and their impact on health care.



SECTION - C

12. **Compulsory** case study : (1x15=15)

When asked to identify the most difficult, problematic and least-liked process in the practice, St. John's Family Medical Associates staff named the processing of patient forms (work-comp forms, disability forms, school physical forms, etc.) as the most troublesome. To reduce the physician and staff time required for completion of patient forms, improve throughput time, reduce staff stress resulting from dealing with dissatisfied patients and demonstrate the value of process improvement tools in a medical practice, an improvement team created a value stream map of the current process, identifying waste, redundancies and delays, or the "Cost of Current Quality." Practice staff then received instruction in the use of process improvement tools for waste reduction and dramatically improved the process. The net return on investment of the effort was \$90,000 and staff and physicians were eager for more improvement.

**Questions :** Identify a suitable strategy and explain the implementation of this in the above case.

How TQM is beneficial in this situation ? Explain.

SECTION - B

Answer any three questions from the following, each question carries

10 marks :

(3x10=30)

8. Critically evaluate the different business models incorporated in healthcare industry.
9. Elaborate M. E. Porter's competitive advantage strategy as applicable in health sector.
10. Bring out the concept of TOM and its significance in health care services.
11. Explain the recent innovations and their impact on health care.