



PG – 940

IV Semester M.B.A. Degree Examination, July 2016
(CBCS)

MANAGEMENT

4.5.3 : Management of Hospital Services

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks.

(5×5=25)

1. What are the functions rendered by CSSD ?
2. Describe the nature and significance of ambulatory care.
3. Bring out the facilities available in Out-Patient services ?
4. What is patient-centric management ?
5. Write Electronic Data Interchange and data security in Hospital setting.
6. State the process of planning in hospital maintenance.
7. Elucidate different kinds of X-ray.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks.

(3×10=30)

8. What is the role of natural resources in patient care management ?
9. Whether public-private partnership is essential in Indian health care industry ?
Substantiate your view.
10. Elucidate the gap in Indian and International market for health care products and services.
11. Explain the process of Hospital Information System and barriers in adoption of the same.

P.T.O.



SECTION – C
(Case Study)

Compulsory Section.

(1×15=15)

12. Mr. Krishna worked for a hospital over 10 years. Initially, the hospital faced tough times due to competition in the city. The efforts of Krishna turn around the hospital. A new Director took over the hospital. He had downsized the employment in the hospital. Mr. Krishna was terminated from service. After initial setbacks, Krishna look after a nursing home in the neighbourhood on the request of residents. He has maintained hygiene, prompt service, quality and affordable price he ever introduced some specialities keeping in view the demand of the city. The no. of doctors, nurses etc. had gone up remarkably. There are further plans to make it a super speciality hospital.

Questions :

- a) What are the causes for the success of Krishna ?
 - b) State the strategies employed by him to get name and fame for the new hospital.
 - c) Explain the significance of customer and behaviour towards them.
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