



PG – 929

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

4.5.1 : Basic Management Aspects of Health Care

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. (5×5=25)

1. Discuss in detail about special functioning Hospitals.
2. Define group and differentiate between different types of groups in Health Care Industry.
3. Briefly describe recruitment and its sources in hospitals.
4. Describe the complaint handling system management in a hospital.
5. Explain marketing of psychiatric services in hospitals.
6. Why working capital is needed in Health care setting ? Explain.
7. State the process of planning in Hospital Maintenance.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks. (3×10=30)

8. Explain Binomial Option Pricing Models. What are the variables needed in this model to calculate the option price ?
9. Explain in detail the marketing challenges in service marketing.
10. Define Organisational behaviour and what are the challenges and opportunities for managers in using OB concepts in health care setting.
11. What is training ? Differentiate it from development and also explain the needs and basic purpose of training in health care organisations.

P.T.O.



SECTION - C
(Case Study)

Compulsory Section :

(1×15=15)

12. B-CURE Hospitals Ltd., had concerns that its old paper-based performance appraisal system was too slow and cumbersome. There were also concerns about whether the raters could be assured of the confidentiality to their rating. Because of these problems, the hospital wanted a better system for appraising and developing the performance of its employees. Specially, the company was interested in enhancing these managers' project management and project team leadership skills. The doctors and managers needed substantial improvement in their skills, and the hospital wanted a performance appraisal system that would provide feedback from the managers' subordinates, peers and customers as well as their direct superiors.

Given these concerns, it is not surprising that B-CURE Hospitals Ltd., decided to develop a 360-degree feedback system. The innovative aspect of the hospital's approach to the 360-degree system is that the management decided to base the system on the internet and its own intranet. An independent contractor, E-Group, developed the system and handles the collation and analysis of the feedback information.

E-group chose a 75-item survey called LEAPS, which measures seven dimensions of leadership, for the 360-degree instrument. The instrument was loaded on a website so that all raters can pull up the information and complete the appraisal in approximately 20 minutes. After completing the appraisal, they simply submit the results via e-mail to E-Group to process. Because the system is encrypted, the company is able to provide greater confidentiality and anonymity for the raters than with the previous paper-and-pencil system. In addition to the LEAPS item, the hospital included a fairly large set of other items to assess managers and doctors professional competency and their contributions to the business. E-Group was able to provide appraisal profiles for the employees within three days after the last of the evaluators emailed their input for the manager. In addition, the profile of actual ratings for each employee from E-group also includes an ideal leadership profile developed by B-CURE Hospitals Ltd., executives. By comparing his actual ratings with the ideal profile, managers can identify areas for future development. B-CURE Hospitals Ltd. Chose to use the system only for developmental purposes, although recently it began to consider other purposes for the system.

Questions :

- a) How was the 360-degree appraisal better than the traditional appraisal system in B-CURE Hospitals Ltd. ?
- b) What problems do you think B-CURE Hospitals Ltd., experienced once the 360-degree system was successfully implemented on the Internet ?