

Total No. of Questions : 5]

**PE5848**

[6551]-829

**S.Y.M.B.A.**

**HEALTHCARE MANAGEMENT**

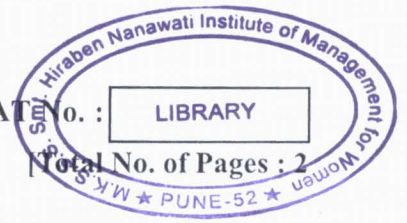
**PHM-610-MJ : Pharma & Healthcare Management**

**(2024 Pattern) (Semester - III)**

SEATE No. :

LIBRARY

Total No. of Pages : 2



*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each Question has an internal options.*
- 3) *Your answer should be specific & to the point.*

**Q1)** Answer any 5 out of 8. (2 Marks each)

**[10]**

- a) Define Healthcare organization.
- b) State any two characteristics of Hospital organization.
- c) What is Environmental scanning?
- d) Write two functions of a hospital.
- e) Define Green Hospital.
- f) What is Revenue cycle management?
- g) State two patient safety initiatives.
- h) What is benchmarking in healthcare?

**Q2)** Answer any 2 out of 3 questions. (5 Marks each)

**[10]**

- a) Explain the importance of organization structure in healthcare institutions.
- b) Describe the evolution of hospital practices due to technological changes.
- c) Explain Balanced scorecard with reference to healthcare settings.

**P.T.O.**

**Q3)** Answer 3 (a) or 3 (b)

**[10]**

- a) Apply SWOT analysis to a medium-sized multi-speciality hospital planning to expand its diagnostic services.
- b) Prepare a short operational plan for setting up a new emergency department in a district hospital.

**Q4)** Answer 4 (a) or 4 (b)

**[10]**

- a) Analyse how hospital functions can be grouped to improve efficiency within an organizational structure.
- b) Analyse the financial impact of reimbursement systems on overall hospital cost management.

**Q5)** Answer 5 (a) or 5 (b)

**[10]**

- a) Evaluate the effectiveness of patient safety protocols in improving overall quality of care in hospitals.
- b) Design a quality improvement framework using Lean six sigma for reducing patient waiting time in OPD.

