

Sl. No. 10040

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PG-625



IV Semester M.B.A. Examination, July - 2019
(2014-15 & Onwards)

MANAGEMENT

4.5.2 : Strategic Management in Healthcare Settings

Time : 3 Hours

Max. Marks : 70

SECTION - A

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

5x5=25

1. Determine key performance indicators in Health Care Setting.
2. Write short note on "**Emergence of Technology** in Health Care".
3. Elaborate the concept and significance of **Quality Management** in Hospitals.
4. How will you plan, organise and implement TQM in a 100 bedded Hospital ?
5. Describe innovative strategies in Indian Health Care.
6. Discuss in detail the process of NABH accreditation in Hospitals.
7. Describe the administration of medical audit in tertiary care hospital.

SECTION - B

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

3x10=30

8. Why do you think balanced score card is better technique of scanning in Health care Organisation ? Illustrate with suitable examples.

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9. Define strategy. Describe the strategic management process in Health Care setting with example.
10. Elaborate the steps involved in implementing **JCI** (Joint Commission International) in Tertiary care hospital.
11. Explain with a case example, integrating the IT with strategic plan of hospital management.

SECTION - C

Case Study

12. Compulsory Question.

1x15=15

The ABC Hospital Pvt. Ltd., located in Bangalore is one of the leading multi-speciality Health centre. Of the 142 employees working in the Hospital, 18 are at staff/management level. Only eight people are employed in the quality department which is about 5 per cent of the total work force and is considered very lean (much of the quality inspection work has been empowered to the production operatives). The centre's organisational structure is still very much triangular in shape where the chairman/chief executive heads the Hospital, assisted by a technical sales director and a financial director. The second level of the structure comprises departmental managers including quality, production (which is divided into cells), maintenance, materials, and also an improvement department.

- (a) Discuss about the steps involved in implementation of NABH. Explain its perception and practices.
- (b) Comment on the results and outcomes of the Quality initiatives implementation and discuss about the problems and obstacles involved in the implementation process.