

P.G.D.M.A. Examination**Paper-II****Hospital Management****May-2017****Time : 3 Hours]****[Max. Marks : 100****Que. 1 Do as directed. (20)**

1. Discuss the importance of the out-patient services of a tertiary care hospital towards effective marketing of the hospital in the community.
2. Define Human Resource Management. Discuss the significance of HRM in the performance of a hospital & also explain the role of HR Manager in a corporate hospital.

Que.2 Write as directed. (Any Two) (20)

- a. Explain the essentials of Good Inventory Control in an ideal multi-specialty hospital.
- b. What are the important factors that influence on work culture and work ethics in the hospitals?
- c. Draw the blueprint of a 300 bedded Multi-specialist Corporate Hospital going to set up in Metro City.

Que. 3 Write as per instructions. (Any Two) (20)

- a. Explain the importance of internal and external ambience as a part of Physical environment of Corporate Hospital with suitable example.
- b. Why there is difficulty in pricing the hospital Services? According to you what is the solution to price the service?
- c. Define Performance Appraisal. Explain best method of appraisal used in an ideal corporate Hospital.

Que. 4 Do as directed. (Any Two) (20)

- a. Describe duties and responsibilities of the Hospital Administrator of a Multispecialty hospital runs by a charitable trust.
- b. What do you mean by Conflict Management? Suggest strategies to resolve conflict amongst Ward Nurses.
- c. Differentiate between Training and Development. Elaborate any two methods of Training used by a multispecialty hospital.

Que. 5 Write as directed. (20)

- a. Explain the nursing services and their significance as a major stakeholder in the corporate set-up.
 - b. Differentiate between Job Analysis, Job Description and Job specification with respect to Healthcare Sector.
 - c. Justify the Employee Grievance Settlement procedure in a large scale corporate hospital.
 - d. What are the human resource strategies for closing gap 3 of the gap SERVQUAL model?
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