

PGD (Rep) Semester-1 Examination**HM P-II****Healthcare Mgmt****Time : 2-30 Hours]****April-2024****[Max. Marks : 70****Instructions: -**

1. All questions are compulsory
2. Read the questions properly and then attempt
3. Write in brief and neatly
4. Give relevant examples whenever possible

Q. 1 What is Health Insurance? Is it different than Medical Insurance? What are various Government Health Schemes? Explain in detail why in India people are not have medical insurance? [14 Marks]

Q.2 What is medical tourism? List top 10 medical tourism destinations in India. And explain why India is considered to be one of the preferred destinations for medical tourism? [14 Marks]

OR

Q.2 How has healthcare services and systems in India has evolved over the years? [14 Marks]

Q.3 What is the role of TPA in Health insurance? What are the current bottlenecks towards patient satisfaction in health insurance? [14 marks]

OR

Q. 3 What is digital marketing? How different is digital marketing for hospital than any other organizations? [14 Marks]

Q.4 Attempt **ANY THREE** of the following: [14 marks]

1. National health mission and it's transition and functions
2. Difference between Indian and foreign health care systems
3. Describe various skills a healthcare operations head must posses
4. Can patients be called as customers? Discuss?

Q.5 Write short notes on **ANY TWO** of the following: [14 marks]

- a) Consent and informed consent
- b) Patients' rights and responsibility
- c) Patients Privacy Policy & Maintaining Confidentiality