

**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 [A] What is the importance of intelligent infrastructure and location and why it is important for healthcare organizations? [7 Marks]

Q.1 [B] Patient Safety is one of the primary quality indicators. Discuss in detail how can you develop and maintain patient safety quality indicator. Also give benchmark for the same. [7 Marks]

Q.2 Attempt **ANY TWO** of the following:

- (a) What is the role of IT in improving communication and better clinical output for patients in healthcare organizations. [7 Marks]
- (b) What is internal marketing and how it is different from external marketing. Explain giving one or two suitable examples. [7 Marks]
- (c) Explain the importance of having ethical management practices and developing sound organizational culture. [7 Marks]

Q.3 Attempt **ANY TWO** of the following:

- (a) Explain different pricing methods to finalize the pricing and packages for healthcare organizations. [7 marks]
- (b) How will implementation of Corporate Governance help in creating and managing patient centric organizations [7 Marks]
- (c) Explain the role of personnel management in management of hospitals and discuss any two problems related to personnel management in the hospital and give solutions for the same as well. [7 Marks]

Q.4 Explain how internal and external marketing of healthcare organizations differs. According to you which one is more important and why? What tools will you use for internal marketing? [14 Marks]

OR

Q.4 Explain in detail importance of 7 P's of Marketing in healthcare organization. Give suitable examples for each of the 'P's. [14 Marks]

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

1. Management By Objective
2. SERVQUAL Model
3. Six Sigma
4. Quality Circles