

PGDM in HM Sem.-2 (E) Examination

Hospital Management

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Instructions

1. All questions carry equal marks
2. Write legibly and to the point
3. Support your answer with examples wherever possible
4. You can make your assumptions whenever needed
5. Read the question properly before attempting

Q. 1 (A) What is the importance of intelligent infrastructure in hospital management? Explain the difference between green hospital buildings and sustainable buildings? **[7 Marks]**

Q.1 (B) Define Corporate Governance. Explain in detail how 4 pillars of corporate governance helps in building responsible and ethical healthcare organizations. Support your answer with examples **[7 Marks]**

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

Q.2 (A) What are the key elements of a hospital's sexual harassment redressal policy? Explain how it covers patients and employees safety? **[7 Marks]**

Q.2 (B) Explain what kind of Information Technology [IT] is required in hospital management? How it is important in hospitals day to day operations and how it can help in making short term and long term business strategies? **[7 Marks]**

Q.2 (C) What is internal marketing in hospital management? Explain its importance and describe at least three strategies hospitals can use to effectively engage and motivate their internal staff for better patient care and service delivery. **[7 Marks]**

Q.3 (A) Define NPS. Calculate NPS for the hospital where total feedbacks collected are 879, promoters are 480, passives are 100 and detractors are 299. What strategies you will use to attend the patients who are passives, detractors and promoters. Give two examples for each. **[7 Marks]**

Q.3 (B) When, Where and How Patient Satisfaction Questionnaire should be collected. Justify your answer. What is the NABH suggestion for the same? **[7 Marks]**

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Q.3 How can hospitals use the 7 P's to improve their market position and attract more patients? Provide specific examples and strategies for each P. **[14 Marks]**

Q.4 Attempt **ANY TWO** of the following: - **[7 x 2= 14 Marks]**

- A. Describe how root cause analysis can be used to identify and address quality issues in a hospital setting. Provide examples of common quality issues and how RCA can help prevent them.
- B. Explain the benefits and potential challenges of implementing MBO in a hospital setting.
- C. Explain how time and motion studies can be applied to improve patient care and staff efficiency in a hospital.

Q.5 Write short note on **ANY THREE** of the following: - **[4.6 X 3 = 14 Marks]**

- A. Management of a Medical Legal Case
- B. Role and Importance of Domestic and International Quality Accreditations
- C. Performance appraisal systems & its role
- D. Role of Ambulatory Services

-All The Best-