

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2023 - 24 Examination

Semester: 05
Subject Code: 06101346
Subject Name: Healthcare Management - I

Date: 18/10/2023
Time: 10:30am to 1:00pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

	CO	PO	Bloom's Taxonomy
A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)			
1. _____ is a field comprising different healthcare professions at different levels, all working together to ensure the smooth running of healthcare facilities.	1	2	1
a) Healthcare Management c) Hospital Management			
b) a & b both d) None of the above			
2. _____ is used to promote healthy lifestyles and positive health outcomes through the study of health care providers, hospitals and clinics, managed care and public health promotion activities.	2	1	1
a) Diet economics c) Hospital economics			
b) Health economics d) All of the above			
3. Health Care Financing deals with the generation, allocation and use of financial resources in the _____	1	3	1
a) Health system c) Care system			
b) Financial system d) All of the above			
4. _____ is the process of planning, organizing, and controlling the operations of a healthcare organisation.	2	1	1
a) Strategic management in c) Traditional management in			
hospitals hospitals			
b) Operations management in d) None of the above			
hospitals			
5. The _____ challenges the traditional belief that high value comes with high cost.	1	1	1
a) The Red Ocean Strategy c) The Blue Ocean Strategy			
b) The Green Ocean Strategy d) None of the above			
B). Define the following. (Each of 1 mark) (05)			
1. Healthcare Organisations	1	1	2
2. Healthcare Finance	1	1	2
3. HMIS	1	2	2
4. Corporate Hospital	2	1	2
5. Blue Ocean Healthcare strategy – The BOP challenge	1	1	2
C). Direct questions. (Each of 1 mark) (05)			
1. What are the duties and skills of Hospital Administrator?	2	1	3
2. How Entrepreneurship is involved in Healthcare Sector?	1	1	2
3. What is Human Resource Management in Healthcare?	1	2	2
4. Explain Supply Chain Management in Healthcare sector.	1	2	4

5. What is a Competitive Strategy in Healthcare?		1	1	5
Q.2 Answer the following questions.				
A). Write the factors responsible for shaping the role of Hospitals and changing paradigm in Health Care.	(07)	1	1	4
B). Explain healthcare management and analytics in detail.	(08)	2	3	3
Q.3 Answer the following questions.				
A). Explain operations management in healthcare.	(07)	1	2	5
B). What are the Strategy Implementation Challenges in healthcare?	(08)	1	1	5
Q.4 Attempt any two questions. (Each of 7.5 mark)	(15)			
1. Write classification of Hospitals and challenges of Hospitals in detail.		2	1	6
2. What are the ethical and legal issues of Healthcare?		1	3	4
3. What is benchmarking as a quality measurement and quality management in Healthcare?		3	1	4
4. Explain Competitive Positioning of Hospitals in detail.		1	1	5