



**IV Semester M.B.A. Degree Examination, Sept./Oct. 2022
(CBCS) (2014-15 and onwards)**

MANAGEMENT

Paper – 4.5.1 : Basic Management Aspects of Health Care

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks :

(5×5=25)

1. Define Business Process Re-engineering.
2. What is the importance of group dynamics in healthcare setting ?
3. What are the challenges of Human Resources (HR) for Hospitals ?
4. What is Media and Public Relations in healthcare ? Explain.
5. What are the different types of accounting in healthcare ?
6. Elaborate the scope of inventory management in Health Care.
7. Discuss VED analysis in Hospital Management.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks :

(3×10=30)

8. Define Healthcare. What are the different types of healthcare delivery system in India ? Explain.
9. What is Human Resource Management ? Discuss briefly importance, objectives and process of HRM.
10. Define Marketing Mix. What are the 7Ps in health service marketing ?
11. Describe the scope of financial management. What role should the finance manager play in a tertiary care hospital ?

P.T.O.



SECTION – C

12. **Compulsory question :****(1×15=15)**

Recent research has shown that improving distribution and inventory management can result in cost savings and increased potential revenue. Any enhancements to the hospital supply chain can result in better inventory management, improved supplier relationship management, increased patient satisfaction, and increased the elective effectiveness of hospital employees' work flow. Recent industry trends have emphasised the importance of streamlining their supply chain of medical supplies in order to be more competitive while still meeting the needs of their customers. Medical consumables in hospitals are medical supplies that play an important role in hospital operations. As one type of medical consumable, the sample is a disposable syringe.

Questions :

- 1) How can the procurement, inventory management and distribution of medical consumables be done effectively in public hospital from codification to obsolete materials ?
- 2) Critically evaluate the inventory management system to streamline supply chain of medical supplies.