

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-IV-EXAMINATION-SUMMER-2025

Subject Code: 4549294**Date: 05/06/2025****Subject Name: Healthcare and Hospital Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Classification of Hospitals in India. (b) Support Services in Hospital. (c) Six Sigma. (d) Outsourcing Services. (e) Public Hospital Services in India. (f) Social Media Marketing in Hospital. (g) Epidemiology.	14
Q.2	(a) Explain the Historical background of Healthcare Management in India.	07
	(b) Write down about Healthcare Infrastructure in India.	07
	OR	
	(b) Explain the Medical Law applicable in Healthcare Sector in India.	07
Q.3	(a) Explain the importance of Operation Management in Hospital.	07
	(b) Describe the Role of Material Management in Hospital.	07
	OR	
Q.3	(a) Explain the Role of Finance & Cost Management in Hospital.	07
	(b) Describe the Role of Information Technology in Smart Hospital.	07
Q.4	(a) Describe Quality Delivery & Control in Healthcare delivery System in India.	07
	(b) Define HMIS. Explain the importance of HMIS in Hospital.	07
	OR	
Q.4	(a) Discuss the trends of modern way of Healthcare Marketing.	07
	(b) Describe the Medical Tourism Services in India.	07

Q.5 City General Hospital, a 400-bed Urban Hospital, recently decided to launch a Telemedicine Service to expand access to care for rural patients and reduce hospital crowding. This service would allow patients to consult with specialists remotely, receive follow-up care, and avoid long commutes. However, some physicians and patients are hesitant about using virtual platforms, citing concerns over care quality and data privacy.

The hospital must ensure that the telemedicine platform is user-friendly, maintains a high standard of care, and complies with all data privacy regulations. They also need to train staff and build trust among patients to ensure successful adoption.

- (a) Explain the Role of Telemedicine Service in Hospital. **07**
- (b) What are the potential benefits and challenges of telemedicine for City General Hospital? **07**

OR

- Q.5**
- (a) How can the hospital address Physician and Patient concerns regarding Telemedicine? **07**
 - (b) What strategies should be implemented to ensure data security and patient privacy in virtual consultations? **07**
