SEAT No. :

PC1133

[Total No. of Pages : 2]

[6316]-308

T.Y. B.B.A.

D-505 : HEALTH CARE MANAGEMENT

(2019 Pattern) (Semester - V)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*

2) *Figures to the right indicate full marks.*

Q1) A)   Multiple choice questions.   **[5]**

a)   _____ System streamlines healthcare operations, enhancing patient care and staff efficiency.

   i)   Hospital Management   ii)   Service Management

   iii)   IT Management   iv)   Wellness

b)   _____ is a state of health, well-being and the ability to perform aspects of sports, occupations, and daily activities.

   i)   Yoga   ii)   Wellness

   iii)   Cooling   iv)   Physical fitness

c)   Healthcare _____ agencies specialize in promoting healthcare companies, medical practices, pharmaceutical brands, and medical organizations.

   i)   Planning   ii)   Marketing

   iii)   Production   iv)   Communication

d)   Human Resource manager assists and advices management in developing _____ polices

   i)   Sales   ii)   Purchase

   iii)   Planning   iv)   Workplace

e)   Information Technology plays a _____ role in health care management.

   i)   vital   ii)   least important

   iii)   ineffective   iv)   stress

P.T.O.

B) Match the pairs. [5]

A		B	
a)	HMS	i)	Yoga and meditation
b)	EMR	ii)	Daily routine
c)	Exercise	iii)	Hospital Management Service
d)	Stress free life	iv)	Anytime accessibility
e)	Good Hospital Management	v)	Electronic Medical Record

Q2) Long Answer questions. (Attempt any 1 out of 2) [10]

a) What is Health Care Management? Explain the types of health care services.

b) Explain various IT applications in Health Care Management system.

Q3) Long Answer questions. (Attempt any 1 out of 2) [10]

a) What is Hospital Administration? Explain the need of Hospital Administration.

b) Explain the role Financial Management in Health Care Management.

Q4) Short notes (Attempt any 4 out of 6) [20]

a) Importance of health care.

b) Wellness and Fitness.

c) Stress free life.

d) Structure of MIS specific to the hospital.

e) Challenges in Health Care industry.

f) Role of HR in Health Care Management.

✘ ✘ ✘