

April - 2022

BLDE (DEEMED TO BE UNIVERSITY)

MASTER OF HOSPITAL ADMINISTRATION EXAMINATION

[Time: 3 Hours]

[Max.Marks: 80]

IV SEMESTER

PAPER – I (Hospital Planning and Project Management)

QP CODE: 9801

Your answer should be specific to the questions asked.

Write Question No. in left side of margin.

Long Questions

5 x 10 = 50 Marks

1. Discuss the role of Project Manager in building new Hospital.
2. Briefly explain how do you plan for expansion of a hospital?
3. Explain the role of Architect in new hospital planning.
4. What are the General standards in planning a hospital?
5. How will you prepare a project for 500 bedded hospital to be established in a metro city?

Short Essays:

6 x 5 = 30 Marks

6. Extended care
7. Demographic and epidemiological data
8. OT – Zoning
9. Hospital Site survey.
10. Role of Project Manager.
11. Epidemiological data

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IV SEMESTER

PAPER – III (Social Marketing Management & Quality Management for Hospitals)

QP CODE: 9803

Your answer should be specific to the questions asked.

Write Question No. in left side of margin.

Long Questions

5 x 10 = 50 Marks

1. "Brief about the marketing environment & explain the detailed process of market segmentation.
2. What are nonprofit organizations? Explain the marketing management process in these organizations.
3. What are unusual incidents in hospitals? What measures will you take towards these incidents with respect to TQM?
4. Explain the detailed process of training & development along with phases of training.
5. Explain the quality assurance procedures with relevant examples related to health care organizations.

Short Essays:

6 x 5 = 30 Marks

6. Distribution & Supply Chain management.
7. Service Marketing 3ps.
8. Social Aspects of marketing.
9. Kaizen.
10. Audit protocol
11. Review of Infection.