

21/2/26
pm

BLDE (DEEMED TO BE UNIVERSITY)
MASTER OF HOSPITAL ADMINISTRATION

[Max.Marks:80]

[Time: 3 Hours]

IV SEMESTER

PAPER – I (Hospital Planning & Project Management)

QP CODE: 9801

Your answer should be specific to the questions asked.
Write Question No. in left side of margin.

10X3 = 30 Marks

Long Questions

1. Discuss the factors considered in determining the size and type of a hospital. Explain the importance of future expansion and growth planning.
2. Explain the preparation of a hospital master plan. Discuss flexibility in planning and provisions for future development.
3. Explain OT zoning and circulation patterns in operation theatre planning.

5 X 10 = 50 Marks

Short Essays:

4. Types of health facilities.
5. Regional planning in healthcare.
6. Statutory approvals required for hospitals.
7. Site selection criteria for hospitals.
8. Importance of Architect's Brief.
9. Planning of outpatient department (OPD).
10. Functions of Emergency Care Unit.
11. Domiciliary care services.
12. Extended care facilities.
13. Importance of hospital signage.

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IV SEMESTER

PAPER – II (Social Marketing Management & Quality Management)

QP CODE: 9802

Your answer should be specific to the questions asked.

Write Question No. in left side of margin.

Long Questions

10X3 = 30 Marks

1. "Public Relations play a vital role on Marketing in Healthcare" Discuss.
2. Who is a healthcare consumer? Why is marketing of services difficult than marketing of goods?
Discuss the marketing strategy to a 500-bedded multispecialty hospital.
3. Explain the concept of quality in healthcare. Also describe the different determinants of quality in healthcare.

Short Essays:

5 X 10 = 50 Marks

4. What do you understand by tools of quality control? Explain any two advanced tools of quality control.
5. What are the benefits of maintaining quality?
6. Write short note on KAIZEN
7. What is social marketing? Briefly explain the steps in social marketing in service Industry.
8. What is product life cycle?
9. Define the concept of Crosby's six C.
10. Constraints in rendering quality care
11. Role of front-line staff in patient satisfaction.
12. Define the process to be adopted by a healthcare organization for vendor selection and how vendor rating may be done for ensure quality improvement.
13. Write short note on Pareto Chart.