

Total No. of Questions : 4]

SEAT No. :

PD-1417

[Total No. of Pages : 2

[6440]-708

T.Y. B.B.A.

D 505SM : HEALTH CARE MANAGEMENT
(2019 Pattern) (Semester - V) (CBCS)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to right indicate full marks.*

Q1) A) Multiple choice questions [5]

- i) Healthcare management is also referred to as _____.
 - a) efficient services
 - b) healthcare administration
 - c) logic development
 - d) civic planning
- ii) _____ is very important for good health.
 - a) stress
 - b) tension
 - c) cooling
 - d) fitness
- iii) _____ is the process where healthcare provides effectively and efficiently administer everything.
 - a) Hospital Management
 - b) Yoga experts
 - c) Planning
 - d) Communication
- iv) Patients visiting the hospitals _____ can book online appointments with ease.
 - a) lobby
 - b) card
 - c) website
 - d) Note
- v) _____ and companionship does not need to be prescribed by a doctor.
 - a) Other care
 - b) Personal care
 - c) Home healthcare
 - d) Check up

P.T.O.

- B) Match the following : [5]
- | | |
|-----------------------------|-------------------------------|
| i) Good Hospital Management | a) Emotional wellness |
| ii) HMS | b) Electronic Medical Record |
| iii) Home Health care | c) anytime accessibility |
| iv) Illness prevention | d) Hospital Management system |
| v) EMR | e) Home health aid services |

Q2) Write long answers (Any 1 out of 2) [10]

- a) Explain the concept of Health Care Management? Explain the importance of Health care management.
- b) Explain Digital marketing of health care services.

Q3) Write long answers (Any 1 out of 2) [10]

- a) Explain in detail the problems faced by health industry.
- b) What is Information System? Explain the structure of MIS specific to the hospital.

Q4) Write short notes (any 4 out of 6) [20]

- a) Wellness and fitness
- b) HR management in healthcare services
- c) Types of healthcare services
- d) Changing scenario of hospital management
- e) Information and data
- f) IT applications in healthcare Management

