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Total No. of Questions : 5]

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[6551]-829

S.Y.M.B.A.

HEALTHCARE MANAGEMENT

PHM-610-MJ : Pharma & Healthcare Management

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each Question has an internal options.*
3) *Your answer should be specific & to the point.*

Q1) Answer any 5 out of 8. (2 Marks each) **[10]**

a) Define Healthcare organization.

b) State any two characteristics of Hospital organization.

c) What is Environmental scanning?

d) Write two functions of a hospital.

e) Define Green Hospital.

f) What is Revenue cycle management?

g) State two patient safety initiatives.

h) What is benchmarking in healthcare?

Q2) Answer any 2 out of 3 questions. (5 Marks each) **[10]**

a) Explain the importance of organization structure in healthcare institutions.

b) Describe the evolution of hospital practices due to technological changes.

c) Explain Balanced scorecard with reference to healthcare settings.

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Q3) Answer 3 (a) or 3 (b) **[10]**

a) Apply SWOT analysis to a medium-sized multi-speciality hospital planning to expand its diagnostic services.

b) Prepare a short operational plan for setting up a new emergency department in a district hospital.

Q4) Answer 4 (a) or 4 (b) **[10]**

a) Analyse how hospital functions can be grouped to improve efficiency within an organizational structure.

b) Analyse the financial impact of reimbursement systems on overall hospital cost management.

Q5) Answer 5 (a) or 5 (b) **[10]**

a) Evaluate the effectiveness of patient safety protocols in improving overall quality of care in hospitals.

b) Design a quality improvement framework using Lean six sigma for reducing patient waiting time in OPD.

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