



IV Semester M.B.A. Degree Examination, September/October 2022
(CBCS)(2014 – 15 and Onwards)

STRATEGIC MANAGEMENT IN HEALTH CARE SETTINGS

Paper – 4.5.2 : Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks.

(5×5=25)

1. Why is Strategic planning important in healthcare ?
2. What is cost leadership strategy with example ?
3. Define quality circle. Why quality circle is important ?
4. What are the benefits of service quality improvement in healthcare ?
5. What are the benefits of clinical audit ?
6. What are the recent technological innovations in healthcare ?
7. Differentiate public and private healthcare delivery in India.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks.

(3×10=30)

8. Define TQM. What are the benefits of TQM ? Discuss the method to create awareness about TQM in hospitals.
9. Write notes on the following :
 - 1) NABH
 - 2) JCI-Statutory Compliance.
10. Define merger and acquisition in the healthcare industry. What are the types of mergers and acquisition ?
11. What is medical audit ? How the clinical Pharmacy and Antibiotic Audits are important for a hospital management ?

P.T.O.

10952



SECTION – C
Case Study

12. **Compulsory question.**

(1×15=15)

RK Healthcare Ltd. is a healthcare providing company based in Karnataka. It is a premier multi speciality health centre. 15 of the company's 150 employees are at the staff/management level. Only seven people work in the quality department, which accounts for about 5% of the total workforce and is considered very lean (much of the quality inspection work has been empowered to the production operatives). The organisational structure of the centre is still very triangular, with the Chairman/CEO leading the company, assisted by a technical sales director and a financial director. The second level of the structure includes managers for departments such as quality, production (which is divided into cells), maintenance, materials and an improvement department.

- A) Discuss about the steps involved in implementation of TQM. Explain its perception and practices.
- B) Comment on the results and outcome of the quality initiative implementations and discuss about the problems and obstacles involved in the implementation process.