

MHA March - 2025

BLDE (DEEMED TO BE UNIVERSITY)
MASTER OF HOSPITAL ADMINISTRATION

[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

10X3 = 30 Marks

1. Role of hospital administrator in planning of hospital.
2. Define hospital. Brief in detail about nursing home planning.
3. List statutory requirements for hospital construction.

Short Essays:

5 X 10 = 50 Marks

4. Write in detail about radiology services.
5. Brief about CSSD zoning.
6. List types of Hospital and explain in detail dietary services.
7. Define IPD. Brief IPD operational plan.
8. Explain Maintenance standards.
9. Brief hospital basic requierments.
10. Explain importance of ancillary services.
11. Define Laboratory. Brief its operations.
12. Brief basic OPD planning.
13. Types of hospital services and its importance.

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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. What is Quality? Define Quality Management. Discuss Quality Management Principles.
2. What is Cause and Effect analysis? Briefly discuss the construction of Fish-bone Diagram.

State the benefits of Cause and Effect analysis.

3. Briefly describe the characteristics of services. Distinguish between goods and services.

Explain service quality and delivery with respect to hospital.

Short Essays:

5 X 10 = 50 Marks

4. Segmentation, targeting and positioning.
5. Internal marketing.
6. Discuss briefly the significance of product positioning.
7. Write short notes on the following:
 - (a) Define quality circles
 - (b) Quality improvement teams
8. Short note on Audit process.
9. Obstacles to implement TQM
10. Short note on Niche marketing.
11. What is hospital accreditation and what are the benefits of hospital accreditation?
12. Write short note on Check Sheet.
13. Role of customer relationship management and its benefits