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Question Paper Code: UB302

B.E./B.Tech. DEGREE EXAMINATION, NOV 2023

Professional Elective

Biomedical Engineering

21BMV302 - HOSPITAL PLANNING AND MANAGEMENT

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10x 2 = 20 Marks)

1. Differentiate Hospital and Industry based on Administration. CO1 -U
2. How can hospitals effectively manage their finances to maintain financial stability and sustainability? CO1 -U
3. List the different departments in hospitals. CO2- U
4. Define Leadership grooming. CO2 -U
5. Mention the Benefits of a Marketing Information System. CO1 -U
6. Mention the types of buying decision behavior. CO1 -U
7. Write the purpose of Confidentiality in healthcare. CO1- U
8. How can machine learning and artificial intelligence be applied to Clinical Information Systems to enhance diagnosis and treatment? CO1 -U
9. How can a hospital's safety committee play a crucial role in maintaining a safe and hazard-free healthcare environment for both patients and healthcare professionals? CO1- U
10. How does quality audit differ from routine quality inspections? CO1- U

PART – B (5 x 16= 80 Marks)

11. (a) Describe the steps involved in developing and implementing a hospital's strategic plan. CO1 -U (16)
- Or
- (b) Elucidate in detail about Telemedicine. CO1 -U (16)

12. (a) Discuss the challenges and strategies for maintaining employee motivation. CO2- U (16)
- Or
- (b) Explain the importance of workforce diversity and inclusion in a hospital's human resource management practices. CO2- U (16)
13. (a) Explain the concept of a research report in the context of market research. What elements should be included in a comprehensive research report? CO1 -U (16)
- Or
- (b) Describe the steps involved in collecting data during a market research study. What are some common data collection methods? CO1- U (16)
14. (a) Discuss the role of IoT devices and sensors in Support Service Technical Information Systems. What design considerations should engineers take into account? CO1 -U (16)
- Or
- (b) Elucidate in detail about the Central Sterilization and Supply department. CO1- U (16)
15. (a) Identify potential safety hazards in a busy hospital ward, such as the risk of patient falls or medication errors. Develop a set of safety rules and protocols for staff to follow in order to minimize these hazards. How would you ensure compliance with these rules? CO3-App (16)
- Or
- (b) The hospital is facing challenges in processing health insurance claims efficiently, leading to delays and billing errors. Propose a plan to streamline the health insurance claim process and reduce financial challenges for both patients and the hospital. CO3-App (16)