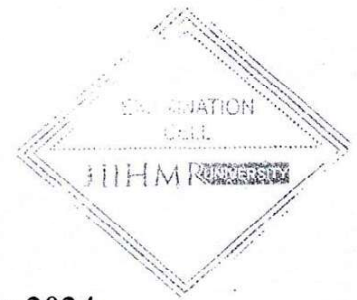




Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains one printed page.
- Don't write anything on the Question Paper except your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Write the full form of the following (1 mark each):

- (a). CSR
- (b). PERT
- (c). SWOT
- (d). BSG
- (e). MBO

Part B

(Maximum Marks: 15)

Answer the following questions (5 mark each).

- Q2. What kind of leadership is suitable in corporate Hospitals.
- Q3. Explain how to apply Service profit chain in hospital.
- Q4. Write significance of control in health and hospital management.

Part C

(Maximum Marks: 30)

Answer the following questions in detail (15 mark each).

- Q5. How one can establish organizational culture in a hospital? How and when it could be changed?
- Q6. If you are managing an innovative health project, explain how you will follow the process of human resource management?