

INDIRA UNIVERSITY, PUNE

SET-1

SCHOOL OF PHARMACY- MBA (PHM)

Term End Examination (2025 Pattern) December – 2025 - Semester – I

Subject Name: Principles and Practices of Healthcare

Management and Administration

Subject Code: GC05-105

Max. Marks: 25

Time: 1.5 Hours

Instructions

- All questions are compulsory
- Draw neat diagrams wherever applicable

CO #	Cognitive Ability	Course Outcome
CO3	Apply	Apply concepts of individual and group behaviour to shape employee behaviour at workplace.
CO4	Analyse	Examine Individual traits and Group Behaviors as determinants of organizational behaviour
CO5	Evaluate	Appraise concepts of People management for organizational effectiveness

Q1.	Answer the following Question (5 Marks)- As a floor Manager, you observed that, Patient feedback at RD Hospital highlights long waiting times and inconsistent nursing care. The management decides to initiate a Quality Improvement (QI) program. Explain how the PDCA (Plan-Do-Check-Act) or TQM approach can be applied to enhance service quality and patient satisfaction in this scenario with diagram of PDCA.	CO3
Q2.	Answer the following Question (Any one) (10 Marks) - A) Patient complaints about communication gaps and long waiting times have increased at Curative Hospital. The HR audit reveals no soft skills or process training in the last two years. Explain how training and development programs can enhance employee performance and patient satisfaction. And also suggest a plan for identifying training needs and evaluating its effectiveness. OR B) A senior doctor is often short-tempered with nurses, creating tension in the ICU team and affecting patient care, which further leads to demotivation of staff working there. As a hospital administrator, explain how you would use emotional intelligence and interpersonal communication skills to resolve this issue. Do you think there is a need of proper counselling for the doctor's behaviour & why it is important?	CO4 & CO5

Q3.	Answer the following Question (Any one) (10 Marks) A) A pharmaceutical company's product was recalled after a random inspection revealed substandard quality under the Drugs and Cosmetics Act, 1940. Explain how regulatory frameworks like the Drugs & Cosmetics Act safeguard patient safety and maintain ethical standards in the healthcare industry. OR B) A pharmaceutical company launched a new over-the-counter medicine that was later found to have side effects not disclosed during trials. The issue falls under the Drugs and Cosmetics Act, 1940. As a regulatory affairs manager, analyze the legal and ethical responsibilities of the company. What corrective actions and compliance processes must be implemented to prevent such incidents?	CO4 & CO5
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