

Post Graduate Diploma in Management (Hospital & Health Management)

PGDM – 2023-25 Batch

2nd Year – 4th Semester End Examination

Subject & Code	: Planning for Digital Transformation-HIT 710	Reg. No.:
Semester & Batch	: IV, 2023-25	Date : 06-02-2025
Time & Duration	: 10:30 A.M.-01:30 P.M. (3 Hrs.)	Max. Marks : 70

Instructions:

- Budget your time as per the marks given for each question and write your answer accordingly.
 - Don't write anything on the Question Paper except writing your Registration No.
 - Mobile Phones are not allowed even for computations.
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Part A: Q.1 to Q.10 all questions are compulsory (10 X 2 Marks = 20 Marks)
One liner, MCQs, True/False

Q.1 What does it mean to adopt a customer-centric approach in digital transformation?

- a) Focusing solely on the organization's internal processes
- b) Prioritizing the needs and experiences of customers
- c) Ignoring customer feedback
- d) Adopting a reactive approach to customer demands

Q.2 Which factor is critical for driving and sustaining digital transformation efforts?

- a) Resistance to change
- b) A culture of innovation and adaptability
- c) Rigid organizational structure
- d) Maintaining the status quo

Q.3 What is the role of data and analytics in digital transformation?

- a) To restrict data collection efforts
- b) To provide real-time insights for decision-making
- c) To increase manual data entry processes
- d) To limit data sharing with customers

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Q.4 How can digital transformation improve customer engagement?

- a) By reducing digital touchpoints
- b) By providing standardized solutions
- c) By offering personalized experiences and interactions
- d) By minimizing the use of digital technologies

Q.5 How can organizations optimize their workforce productivity through digital transformation?

- a) By increasing manual interventions
- b) By implementing outdated technologies
- c) By streamlining and digitizing workflows
- d) By limiting employee training and development

Q.6 What is the significance of agility in digital transformation?

- a) To maintain rigid business processes
- b) To avoid adapting to changing market conditions
- c) To resist technological advancements
- d) To respond quickly to new opportunities and challenges

Q.7 Which of the following is a common challenge during digital transformation implementation?

- a) Embracing innovation and change
- b) Streamlining and automating processes
- c) Resisting the adoption of new technologies
- d) Creating a customer-centric culture

Q.8 How does digital transformation impact the traditional business model of an organization?

- a) By maintaining the status quo
- b) By disrupting and revolutionizing the traditional model
- c) By increasing reliance on analog technologies
- d) By reducing the need for customer interactions

Q.9 Which of the following technologies can be used for digital transformation in businesses?

- a) Manual record-keeping systems
- b) Traditional telephone systems
- c) Cloud computing and artificial intelligence
- d) Paper-based workflows

Q.10 What is the role of a customer-centric approach in digital transformation?

- a) Prioritizing business-centric processes over customer needs
- b) Focusing on internal organizational goals
- c) Improving customer engagement and satisfaction
- d) Limiting customer interactions

Part B: Q.11 to Q.15 attempt any four questions (4 X 5 Marks = 20 Marks)
Short Notes

Q.11 List out the difference between SAN and NAS and its advantage and disadvantage?

Q.12 How few hospitals have a functional IT strategic plan for the effective strategic planning documentation it should meet several criteria? Explain the criteria which are key pointers for Strategic Planning?

Q.13 What are the issues which seems to escalate the need for change in healthcare?

Q.14 Explain the Adoption framework steps of HIMS?

Q.15 Explain the Six components of Health Information System in respect to input, Output and Processes?

Part C: Q.16 to Q.19 attempt any three questions (3 X 10 Marks = 30 Marks)
Long Notes

Q.16 Explain the necessity and importance of IT Steering committee and its Team composition?

Q.17 Mr. Ram Kumar, working as IT Manager for Paramhans Hospital currently they are looking for Consultation to set up contingency plan for Data Back up and its security considerations.

- a) Propose a solution to address the above requirement?

Q.18 Explain the Structuring of the Health IT Department and explain the role of each individual fall in the Department?

Q.19 What is change Management? Explain and list of the possible actions to overcome resistance to change?