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MHH-019

**M. B. A. HEALTHCARE AND
HOSPITAL MANAGEMENT
(MBAHCHM)**

Term-End Examination

June, 2026

**MHH-019 : EMERGING ISSUES IN
HEALTHCARE MANAGEMENT**

Time : 3 Hours

Maximum Marks : 70

Note : (i) Attempt any *ten* questions.

(ii) All questions carry equal marks.

(iii) Write answer of each question within
500-700 words.

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1. Discuss the core building blocks of The Ayushman Bharat Digital Mission (ABDM) and explain how it facilitates interoperability in the Indian healthcare ecosystem. 7

2. Differentiate between Electronic Medical Records (EMR), Electronic Health Records (EHR) and Personal Health Records (PHR), Outline the key features of robust EHR. 7
3. Elaborate on the different categories of Health IT standards (Vocabulary, Content Transport and Security) providing relevant example for each. 7
4. Define clinical informatics. Discuss its major objectives and describe its scope across various domains of modern health care. 7
5. Explain the 'Hub-and-Spoke' model of telemedicine. Discuss its advantages in expanding access to care for underserved communities. 7
6. Discuss the applications and challenges of implementing 3D printing and artificial organs within hospital settings. 7
7. Describe the Software Development Lifecycle (SDLC) framework and its six primary stages in the context of building a digital health application. 7

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8. What is Machine Learning ? Describe its key characteristics and how it differs from traditional programming. 7
9. Explain the application of AI powered Robotic Process Automation (RPA) in hospital operations. 7
10. Discuss the major ethical concerns associated with the application of Artificial intelligence in healthcare. 7
11. Define Healthcare Analytics. Explain the difference between 'Descriptive' and 'Diagnostic' analytics using relevant healthcare examples. 7
12. Elaborate on the various models of Healthcare Data Architecture and their respective advantages. 7

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