BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – MBA(HM)-2022/MBA(HM)-2023
Course Name – Quality Management
Course Code - MBAHM303
(Semester III)

Full Marks : 60   **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i)   Show the correct characteristic that doesn't define a manager's quality.

   a) Maintains stability   b) Organizes
   c) Analyzes   d) Personal Power

(ii) Tell the definition of Quality from the followings.

   a) Conformance to Specifications   b) Continuous Improvement
   c) Fitness for Purpose   d) All of these

(iii) Identify the primary focus of service quality.

   a) Tangible features of a product   b) Ensuring product reliability
   c) Meeting customer expectations in service delivery   d) Reducing production costs

(iv) Relate the primary purpose of collecting patient feedback in quality improvement initiatives from the followings.

   a) To increase healthcare costs   b) To identify areas for improvement and enhance patient experiences
   c) To reduce patient involvement in care decisions   d) To meet government regulations

(v)   Relate the fundamental concept in Total Quality Management (TQM) from the followings.

   a) Just-in-time production   b) Cost-cutting initiatives
   c) Employee layoffs   d) Customer focus

(vi) Juran's philosophy emphasizes the importance of setting specific quality improvement goals. Show the term that is often used to describe these goals.

   a) Quality objectives   b) Quality standards
   c) Quality guidelines   d) Quality benchmarks

(vii) Who created the PDCA cycle as an easy-to-follow problem-solving cycle?

   a) W Edwards Deming   b) Walter A. Shewhart

c) Armand Vallin Feigenbaum   d) Joseph M.Juran

(viii) Who is typically responsible for leading a Quality Circle?

    a) Top management   b) Quality manager
    c) Team leader   d) Human resources manager

(ix) Relate the primary benefit of implementing Quality Circles in an organization from the followings.

    a) Increased market share   b) Reduced employee turnover
    c) Higher product prices   d) Improved product quality and productivity

(x) Select the option from the followings that TQM culture promotes.

    a) Blame and punishment   b) Compliance with rules only
    c) Continuous improvement and learning   d) Micromanagement

(xi) Choose the option from the following which represents India in ISO.

    a) PFRDA   b) FSSAI
    c) BIS   d) BCCI

(xii) Choose the type of management system that considers ISO 9001 as an international standard.

    a) Quality management system   b) Information security management system
    c) Environmental management system   d) Health and safety management system

(xiii) Choose the role of FEMA in the healthcare sector from the followings.

    a) To regulate the import and export of medical equipment   b) To manage foreign exchange earnings from medical tourism
    c) To oversee the distribution of medical licenses   d) To control healthcare quality standards

(xiv) Choose the following that is not covered under FEMA regulations in the healthcare sector.

    a) Import of medical equipment   b) Remittances for foreign medical treatment
    c) Medical tourism promotion   d) Licensing of healthcare professionals

(xv) Choose the primary focus of Lean management in patient care from the followings.

    a) Speeding up patient care at all costs   b) Reducing the quality of care to cut costs
    c) Improving the patient experience and outcomes   d) Reducing the number of patients seen each day

Group-B
(Short Answer Type Questions)
3 x 5=15

2. Tell the ways that helps to gather feedback from patients to understand their level of satisfaction with their healthcare experience.   (3)
3. Classify the differences between PDCA cycle and PDSA cycle.   (3)
4. Recall the concept of quality care in healthcare   (3)
5. Explain the obstacles that organizations encounter during a quality audit.   (3)
6. Measure the benefits of accreditation and certification for healthcare organizations in terms of quality improvement.   (3)

OR

Justify the process through which an organization use the findings and recommendations of a quality audit to improve its services.   (3)

Group-C
(Long Answer Type Questions)
5 x 6=30

7. Explain the steps of the PDCA cycle with an example of ways that a hospital might use it to reduce defects.   (5)

8. Explain the means to address issues related to patient safety, infection control, and medication management. (5)

9. Justify the significance of accreditation in hospital. (5)

10. What are the significance of access to care in healthcare quality? (5)

11. Critically assess the role of patient safety culture in achieving quality healthcare. (5)

12. Evaluate the effectiveness of Deming's 14 points in improving healthcare quality compared (5) to other quality management models.

OR

Assess the impact of quality circles on patient outcomes and organizational performance. (5)

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