



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(HM)-Hons-2024

Course Name – Hospital Operations Management

Course Code - BHM20102

(Semester II)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

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) What is the focus of operations management in a hospital?
- a) Facility maintenance
 - b) Effective utilization of resources
 - c) Patient satisfaction surveys
 - d) Medical research
- (ii) Lean management in hospitals infers to:
- a) Cost-cutting measures
 - b) Reducing waste and improving efficiency
 - c) Increasing staff salaries
 - d) Patient marketing campaigns
- (iii) The '5S' methodology in hospital management is utilized for:
- a) Simple, Safe, Smart, Secure, Speedy
 - b) Service, Satisfaction, Safety, Speed, Support
 - c) Sort, Set in Order, Shine, Standardize, Sustain
 - d) None of these
- (iv) Name the service among the following for a patient who is admitted for a week-long treatment for pneumonia.
- a) Outpatient services
 - b) Inpatient services
 - c) Emergency care
 - d) Radiology
- (v) Outline the primary responsibility of a nurse in hospital from the below mentioned options.
- a) Monitor patient health, assist in treatments, and provide care
 - b) Administer diagnostic tests
 - c) Perform surgeries
 - d) Prescribe medications
- (vi) Who is considered the father of Management by Objectives (MBO)?
- a) Henry Fayol
 - b) Peter Drucker
 - c) Elton Mayo
 - d) F.W. Taylor

- (vii) Which of the following is not a characteristic of MBO?
- Goal setting
 - Participation of employees
 - Autocratic leadership
 - Performance evaluation
- (viii) Show the primary focus of MBO.
- Maximizing profits
 - Setting and achieving specific objectives
 - Increasing employee turnover
 - Strict hierarchical control
- (ix) Outline in the MBO process, objectives are set based on:
- Only by top management
 - Only by employees
 - Jointly by managers and employees
 - By external consultants
- (x) Choose the primary limitation of Input-Output Analysis from the following:
- Simplicity
 - Static nature, assumes fixed technology and coefficients
 - Dynamic adaptability
 - Applicability to small-scale economies only
- (xi) Select the correct option from the following- PPBS is primarily concerned with:
- Day-to-day operational tasks
 - Long-term planning and resource allocation
 - Marketing strategies
 - Employee recruitment
- (xii) Tell the primary goal of a hospital governing board in terms of patient care.
- Maximizing patient expenses
 - Ensuring quality and safety in healthcare delivery
 - Reducing hospital staff salaries
 - Controlling access to patient information
- (xiii) Interpret the hospital primarily that focuses on treating specific diseases or conditions, such as cancer or heart disease.
- General hospital
 - Specialty hospital
 - Military hospital
 - Rural hospital
- (xiv) Select the committee that is responsible for reviewing and approving hospital policies and procedures.
- Pharmacy and Therapeutics Committee
 - Ethics Committee
 - Hospital Administrative Committee
 - Blood Transfusion Committee
- (xv) Choose the relevance of the Pharmacy and Therapeutics Committee in a hospital.
- Ensure proper use of medications and evaluate drug safety
 - Supervise hospital construction
 - Manage financial budgeting for the hospital
 - Oversee hospital security

Group-B

(Short Answer Type Questions)

3 x 5=15

- How does hospital management contribute to improving patient care? (3)
- What are the different types of linen that are sorted in a hospital setting? (3)
- Define the role of the Board of Directors in a hospital. (3)
- What are the limitations of Input-Output Analysis in real-world scenarios, particularly in healthcare? (3)
- List down the benefits of implementing lean management in hospitals. (3)

OR

List down the strategies hospitals can use to enhance patient satisfaction. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. List down the roles patient feedback plays in hospital management. (5)
 8. Define the responsibilities of the governing body of a hospital. (5)
 9. What are the different managerial issues & challenges of the medical records department in a hospital setting? (5)
 10. How can data sampling be effectively used to enhance patient flow management in a hospital? (5)
 11. What is professional management, and how does it differ from traditional hospital management? (5)
 12. Analyze the different managerial issues in the OPD of a hospital setting. (5)
- OR**
- Analyze in brief the workflow pattern of HR department in a hospital setting. (5)

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