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BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(HM)-Hons-2023

Course Name – Quality Management in Healthcare

Course Code - BHM40108

(Semester IV)

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 primary focus of quality management?
 - a) Reducing costs
 - b) Customer focus
 - c) Increasing production
 - d) Employee satisfaction
- (ii) What is the primary purpose of Statistical Process Control (SPC) as advocated by Deming?
 - a) To increase production speed
 - b) To inspect the final product
 - c) To control the process and reduce defects
 - d) To enhance marketing strategies
- (iii) Which quality guru introduced the concept of the 'Deming Cycle'?
 - a) Juran
 - b) Shewhart
 - c) Deming
 - d) Crosby
- (iv) Select the correct statement about the process component of the Donabedian Model.
 - a) It includes staff qualifications
 - b) It involves the interactions between providers and patients
 - c) It measures the infrastructure of the healthcare facility
 - d) It determines patient satisfaction
- (v) What is the purpose of clinical pathways in healthcare?
 - a) To reduce healthcare costs
 - b) To provide evidence-based treatment guidelines for specific medical conditions
 - c) To assess the infrastructure of healthcare facilities
 - d) To measure patient satisfaction
- (vi) Choose the correct definition of 'outcomes' in healthcare quality measurement.
 - a) The resources allocated to a healthcare facility
 - b) The steps taken in providing healthcare services
 - c) The results of medical interventions, including health improvements and recovery rates
 - d) The hospital's adherence to treatment protocols

- (vii) Select the key component of a hospital quality manual from the following options.
- Quality policy
 - Financial reports
 - Employee benefits
 - Hospital expansion plan
- (viii) Who is responsible for setting national quality standards in India?
- QCI
 - AIIMS
 - WHO
 - ICMR
- (ix) Which process is used for continuous quality improvement?
- PDCA Cycle
 - Recruitment process
 - Financial audit
 - Procurement planning
- (x) The 'Plan-Do-Check-Act' cycle in ISO 9001:2000 relates to ----
- Product testing process
 - Continuous improvement methodology
 - Employee performance appraisal
 - Financial planning
- (xi) Show the key focus of NABH from the following given options .
- Cost management in healthcare
 - Healthcare service quality and patient safety
 - Employee satisfaction in hospitals
 - Financial transparency in healthcare
- (xii) Show the acronym of NABL from the following given options.
- National Accreditation Bureau for Laboratories
 - National Association for Biological Laboratories
 - National Accreditation Board for Testing and Calibration Laboratories
 - National Administration Bureau for Laboratories
- (xiii) In the 5S methodology, 'Seiketsu' relates to ---
- Setting the right standards .
 - Standardizing practices.
 - Sorting materials.
 - Ensuring cleanliness.
- (xiv) Which of the following tools is commonly employed in TQM for problem resolution?
- SWOT analysis.
 - Fishbone diagram (Ishikawa).
 - PEST analysis.
 - BCG matrix
- (xv) Which of the following option is a key principle of Lean Thinking?
- Maximizing machine uptime.
 - Minimizing customer involvement.
 - Eliminate non-value-adding activities.
 - Reducing direct labor costs.

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Group-B

(Short Answer Type Questions)

3 x 5=15

- Summarize Deming's contribution to quality management. (3)
- What are the objectives of Quality Improvement in healthcare? (3)
- Compare the role of NABH and NABL. (3)
- Explain in short the concept of Kaizen Cycle (PDCA). (3)
- Explain briefly any three components of ISO 9000. (3)

OR

- Explain in short the core objectives of NABH. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- Explain the key differences between quality assurance and quality control in healthcare quality management. (5)
- Summarize the Donabedian Model of healthcare quality evaluation. (5)
- List out in brief the different benefits of Quality Function Deployment. (5)
- What is the significance of Accreditation in an organizational context? (5)
- List out in brief any five challenges faced by NABH. (5)
- Explain the structure of Quality Council of India. (5)

OR

Explain the functions of Front Office in Hospital Quality Control.

(5)

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