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Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – MBA(HM)-2023

Course Name – Healthcare Institution Planning

Course Code - MBAHM404

(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) Which staff members are essential for ensuring efficient hospital operations?
 - a) Only medical professionals
 - b) Only administrative staff
 - c) Medical, paramedical, nursing, technicians, and administrative staff
 - d) Only nursing staff
- (ii) Select the primary goal of the Initiation Phase in a project life cycle from the following options.
 - a) Develop a risk management plan
 - b) Produce project deliverables
 - c) Define the project, its purpose, and the initial scope
 - d) Implement the project plan and produce deliverables
- (iii) What is the primary function of a work order management system, in the context of hospital maintenance?
 - a) Scheduling patient appointments
 - b) Tracking and managing maintenance requests
 - c) Managing hospital finances
 - d) Communicating with medical suppliers
- (iv) What is the primary function of laboratory services in a hospital?
 - a) Providing emergency medical care
 - b) Conducting surgeries
 - c) Performing diagnostic tests on patient samples
 - d) Administering vaccines
- (v) Which of the following is typically performed in a hospital laboratory?
 - a) Delivering babies
 - b) Conducting physical therapy sessions
 - c) Analyzing blood and urine samples
 - d) Providing psychological counseling
- (vi) Show the primary goal of team building in the context of organizing systems and procedures for maintenance in hospitals.
 - a) Increasing individual competition
 - b) Fostering a collaborative work environment
 - c) Establishing hierarchy among team members
 - d) Reducing the number of maintenance staff

- (vii) Interpret the role of leadership development in the team building.
- a) It limits the growth opportunities for team members
 - b) It fosters a culture of continuous improvement
 - c) It discourages innovation within the team
 - d) It increases conflicts among team members
- (viii) Find the purpose of a Project Charter in project management from the following options.
- a) To schedule project activities
 - b) To authorize the existence of a project
 - c) To monitor project performance
 - d) To manage project risks
- (ix) Show the primary objective of the Planning Phase in a project life cycle from the following options.
- a) Produce project deliverables
 - b) Monitor project performance
 - c) Define project scope and objectives
 - d) Execute the project plan
- (x) Discover the primary purpose of the Operation Theater (OT) in a hospital.
- a) To provide outpatient consultation services
 - b) To conduct laboratory tests and analyses
 - c) To perform surgical procedures
 - d) To offer physical therapy sessions
- (xi) Mark the objective that is not a primary objective of financial management from the following options.
- a) Maximizing shareholder wealth
 - b) Maximizing sales revenue
 - c) Achieving a high return on investment
 - d) Maintaining liquidity for operational needs
- (xii) Mark the activity that is typically not performed by the Medical Record Department from the following options.
- a) Coding diagnoses and procedures for billing purposes
 - b) Retrieving and releasing patient medical records upon request
 - c) Administering medications and treatments to patients
 - d) Ensuring the accuracy and confidentiality of medical records
- (xiii) Assess one challenge commonly associated with managing the Radiology Department in hospitals.
- a) Ensuring the safety of patients and staff from radiation exposure
 - b) Providing entertainment options for patients
 - c) Ensuring patient satisfaction with cafeteria food
 - d) Maintaining adequate staffing levels during holidays
- (xiv) Determine the challenge commonly faced in managing an Operation Theater in hospitals.
- a) Maintaining optimal lighting conditions for surgeons
 - b) Ensuring patient satisfaction with post-operative care
 - c) Managing scheduling conflicts among surgical teams
 - d) Offering a variety of recreational activities for patients
- (xv) Select the component of healthcare project management that involves evaluating and planning healthcare infrastructure from the following options.
- a) Supply Chain Management
 - b) Technology Integration
 - c) Quality Improvement Initiatives
 - d) Facility Planning

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What are the quality Improvement documents? (3)
3. Explain the Managerial Issues of IPD. (3)
4. Illustrate the basic requirements and consideration are to be remembered while designing an OT. (3)
5. What are the responsibilities of Hospital Project manager? (3)
6. Explain the managerial issues related to Administration. (3)

OR

- Explain the location of the public relation department. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

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| 7. List the categories of Hospital Project. | (5) |
| 8. Illustrate the System and Procedural aspect of Hospital Planning. | (5) |
| 9. Explain the location, managerial issues and staffing pattern of ICU. | (5) |
| 10. Explain the location, function and staffing pattern of Blood Bank. | (5) |
| 11. Analyze the Location and Managerial Issues related to IPD. | (5) |
| 12. Analyze the functions and Managerial issues of Gynaecology Department. | (5) |

OR

Analyze the designing and managerial issues faced by the public relation department.	(5)
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