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BRAINWARE UNIVERSITY

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Term End Examination 2025-2026
Programme – MBA(HM)-2024
Course Name – Quality Management in Healthcare
Course Code - MHM30119
(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) Outline the following that expresses Patient-centred care.

a) Having the patient make all decisions regarding their medical care
b) Providing care that is respectful of and responsive to individual patient preferences, needs, and values
c) Practicing only evidence-based medicine
d) Focusing on holistic healing over conventional medicine

(ii) Select the significant financial constraint related to measuring healthcare quality.

a) lack of medical equipment
b) High administrative costs and time spent on reporting quality measures
c) low patient turnout
d) patient medication

(iii) Select from the following that is NOT one of the commonly accepted dimensions of healthcare quality.

a) safety
b) timeliness
c) profitability
d) Equity

(iv) Select the tools is commonly used in quality monitoring and continuous improvement in healthcare.

a) SWOT Analysis
b) BCG Matrix
c) PDCA Cycle
d) Pareto Principle only

(v) Relate the primary aim of Six Sigma in quality improvement.

a) Increasing market share
b) Eliminating waste
c) Reducing process variation and defects
d) Achieving zero errors in product design

(vi) Show the indicator that would be used in a quality assessment system.

a) Patient mortality rate
b) Vendor audit frequency
c) Patient mortality rate Staff training hours
d) Monthly service maintenance logs

(vii) Which scenario best indicates that a proper Root Cause Analysis has NOT been conducted?

a) The problem keeps recurring despite implemented actions
b) Data collection tools were used to support findings
c) The analysis involved cross-functional teams
d) The solution addresses a systemic failure

(viii) Show the correct sequence of DMAIC phases in Six Sigma.

a) Define, Measure, Analyze, Improve, Control
b) Design, Measure, Act, Improve, Control
c) Define, Monitor, Analyze, Integrate, Control
d) Define, Manage, Act, Improve, Check

(ix) Select the common Kaizen tool used to identify root causes.

a) Scatter diagram
b) Control chart
c) Fishbone diagram (Ishikawa)
d) Histogram

(x) Which of the following is NOT a direct factor influencing patient satisfaction in a hospital?

a) Communication by healthcare providers
b) Cleanliness of the facility
c) Medical errors reporting system
d) Waiting time for consultation

(xi) Show the primary reason patient satisfaction is considered a key performance indicator in quality management.

a) It reduces hospital costs
b) It reflects financial strength
c) It correlates with clinical outcomes and service quality
d) It helps in recruitment of healthcare staff

(xii) Select the number of accreditation boards, QCI works in coordination.

a) 3
b) 6
c) 7
d) 5

(xiii) Assume the number of primary accreditation boards operate under QCI.

a) 3
b) 4
c) 6
d) 5

(xiv) Who is typically responsible for maintaining and updating the Quality Manual in a hospital?

a) Hospital's legal advisor
b) Quality Manager or Quality Assurance Department
c) Finance Department
d) Public Relations Officer

(xv) Infer the key focus area under the Patient-Centered Standards of JCI.

a) Facility Management and Safety
b) Patient and Family Rights
c) Staff Qualifications and Education
d) Management of Information

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Group-B

(Short Answer Type Questions) 3 x 5=15

2. List any two challenges organizations face while implementing ISO 9001. (3)
3. Why is quality care considered a dynamic concept in modern healthcare systems? Support your answer with examples. (3)
4. Build your answer for the differences between internal and external quality assessment with suitable examples. (3)
5. Explain "failure mode" in FMEA, and it uses to assess risk in healthcare processes. (3)
6. Evaluate the functional role of NABH under QCI. (3)

OR

Assess the main objectives of the Quality Council of India. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Examine the concept of a Pareto Chart and its underlying principle (the 80/20 rule). (5)
8. Explain the relevance of Deming's 14 Points for Quality Management in practical healthcare settings to improve service quality and patient outcomes. (5)

9. Explain quality control in infection prevention and medication management can impact hospital-acquired infection rates and patient satisfaction. Provide real or hypothetical examples. (5)
10. Explain the steps involved in implementing a successful Quality Circle program in a healthcare organization. (5)
11. Determine the effectiveness of ISO 9001:2000 approach to enhance efficiency and effectiveness in healthcare organizations. (5)
12. Evaluate the role of the five major boards under QCI in overall mission of quality promotion and assurance in India. (5)

OR

Assess NABH accreditation in improving hospital quality and patient safety. (5)

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