



BRAINWARE UNIVERSITY

Term End Examination 2022 Programme – BBA(HM)-2020 Course Name – Hospital Quality Management Course Code - BBAHMC501 (Semester V)

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

d) Customer satisfaction

b) Inspection of quality of product

b) it's involved in determination of quality

- 1. Choose the correct alternative from the following:
- (i) The main objective of quality assurance:
 - a) Proof of fitness of product
 - a) Frooi of fittless of product
 - c) Quality conformance
- (ii) Define Quality Management
 - a) the act of management functions to maintain a desired level of excellence
 - c) implementation of process and policies
- (iii) What is the Main components of Quality?
 - a) Quality planningc) Quality control
- (iv) What Quality Management is associated, only except:
 - a) process & system of organization
- c) procedures(v) Basic principles of QA consist
- .
 - a) never ending process

- b) emphasis is on establishing professional excellence
- d) all of these

policy

d) all of these

d) all of these

b) people

d) capital

b) Quality assurance

- (vi) The type of check sheet used to collect information on process variability is called
 - a) Process distribution check sheet

c) patients satisfaction at reasonable cost

- c) Defect location check sheet
- b) Defective item check sheet
- d) Defect factor check sheet
- (vii) The type of check sheet which identifies where defects occur in a product is called
 - a) Process distribution check sheet
 - c) Defect location check sheet
- b) Defective item check sheet
- d) Defect factor check sheet
- (viii) Benchmarking determines what
 - a) Customer requirements

- b) Process capability
- c) How company is doing relative to others
- d) Getting ISO 9000 audit done

	 13. Explain about "Deming's contribution". 14. Justify the conceptual model of patient satisfaction with proper diagram. 			
10. Discuss the attributes of Quality in health care.11. Discuss the significance of six sigma.12. Define NABH. Why is it so important in today's context?			(5) (5) (5) (5)	
8. Explain the advantages and disadvantage of ISO90009. What are the main characteristics of TQM? Discuss.			(5) (5)	
Group-C (Long Answer Type Questions) 5 x 6=30				
Sı	ummarize the objectives of Accreditation and Ac		(3)	
management programme for an Out Patient Department of a hospital? OR				
	6. Difference between Quality Assurance and Quality Improvement? (3) 7. What are the things you will keep in your mind at the time of implementing a quality (3)			
5. Explain the quality control techniques in detail.			(3)	
 Write the importance of Customer Satisfaction in the hospital Explain Quality Improvement model of daily Patient Care Explain the establishment of Quality Circle in a hospital. 			(3) (3) (3)	
Group-B (Short Answer Type Questions) 3 x 5=15				
	a) doctor-centred communication c) practitioner-centred communication	b) patient-centred communicationd) none of these		
(xv)	Which of the following health communication sknowledge and experience?	style makes use of the patient's		
	c) To be aware of new challenges, responsibilities and to adopt them	d) To sell old philosophy and start a no philosophy		
	a) To adopt the new philosophy that was displayed in the newspaper	b) To hire new philosophy for the com	npany	
(xiv)	(xiv) According to Deming's 14 points, which of the following is the meaning of 'Adopt the new philosophy'?			
	a) Implementation c) Monitor	b) Improvement d) Design		
(xiii)	c) Genichi TaguchiJuran's quality management philosophy is base control and:	d) Kaoru Ishikawa d on three pillars namely planning,		
(XII)	The fishbone diagram who developed by : a) Armand Feigenbaum	b) Walter Shewhart		
/::\	a) Quality Planning c) Quality Improvement The fields are discovered by the developed by the second	b) Quality Controld) Quality Assurance		
(xi)	a) Plan, Do, Scan, Implementc) Plan, Do, Act, CheckProcess Control and Regulatory is a part of	b) Plan , Act , Do, Control d) Implement, Design, Control, Plan		
(x)	a) A statistical methodc) Teams are effectivewhat are the four phases of the Shewart cycle	b) A trouble-shooting method d) 3 defects per million in output		
(IX)	Six Sigma indicate	h) A traculate about a month ad		
