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## 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

1. Choose the correct alternative from the following :

(i) The main objective of quality assurance:

- a) Proof of fitness of product
- c) Quality conformance

- b) Inspection of quality of product
- d) Customer satisfaction

(ii) Define Quality Management

- a) the act of management functions to maintain a desired level of excellence
- c) implementation of process and policies

- b) it's involved in determination of quality policy
- d) all of these

(iii) What is the Main components of Quality?

- a) Quality planning
- c) Quality control

- b) Quality assurance
- d) all of these

(iv) What Quality Management is associated, only except:

- a) process & system of organization
- c) procedures

- b) people
- d) capital

(v) Basic principles of QA consist

- a) never ending process
- c) patients satisfaction at reasonable cost

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

(vi) The type of check sheet used to collect information on process variability is called \_\_\_\_\_

- a) Process distribution check sheet
- 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
- c) How company is doing relative to others

- b) Process capability
- d) Getting ISO 9000 audit done

- (ix) Six Sigma indicate
- a) A statistical method
  - b) A trouble-shooting method
  - c) Teams are effective
  - d) 3 defects per million in output
- (x) what are the four phases of the Shewart cycle
- a) Plan, Do, Scan, Implement
  - b) Plan , Act , Do, Control
  - c) Plan, Do, Act, Check
  - d) Implement, Design, Control, Plan
- (xi) Process Control and Regulatory is a part of \_\_\_\_\_
- a) Quality Planning
  - b) Quality Control
  - c) Quality Improvement
  - d) Quality Assurance
- (xii) The fishbone diagram who developed by :
- a) Armand Feigenbaum
  - b) Walter Shewhart
  - c) Genichi Taguchi
  - d) Kaoru Ishikawa
- (xiii) Juran's quality management philosophy is based on three pillars namely planning, control and:
- a) Implementation
  - b) Improvement
  - c) Monitor
  - d) Design
- (xiv) According to Deming's 14 points, which of the following is the meaning of 'Adopt the new philosophy'?
- a) To adopt the new philosophy that was displayed in the newspaper
  - b) To hire new philosophy for the company
  - c) To be aware of new challenges, responsibilities and to adopt them
  - d) To sell old philosophy and start a new philosophy
- (xv) Which of the following health communication style makes use of the patient's knowledge and experience?
- a) doctor-centred communication
  - b) patient-centred communication
  - c) practitioner-centred communication
  - d) none of these

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Write the importance of Customer Satisfaction in the hospital (3)
3. Explain Quality Improvement model of daily Patient Care (3)
4. Explain the establishment of Quality Circle in a hospital. (3)
5. Explain the quality control techniques in detail. (3)
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 management programme for an Out Patient Department of a hospital? (3)

**OR**

- Summarize the objectives of Accreditation and Accreditation standards of NABH (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

8. Explain the advantages and disadvantage of ISO9000 (5)
9. What are the main characteristics of TQM? Discuss. (5)
10. Discuss the attributes of Quality in health care. (5)
11. Discuss the significance of six sigma. (5)
12. Define NABH. Why is it so important in today's context? (5)
13. Explain about "Deming's contribution". (5)
14. Justify the conceptual model of patient satisfaction with proper diagram. (5)

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