



Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

BRAINWARE UNIVERSITY

Term End Examination 2023

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) What does the below given symbol represent when we construct a flow chart?
a) a) Terminator
b) b) Action
c) c) Decision
d) d) Arrows
- (ii) After E.deming, Name who is considered to have the greatest impact in quality management?
a) Kauro Ishikawa
b) Joseph M. Juran
c) W.E. Deming
d) Genichi Tagucchi
- (iii) Deming's 4 step cycle for improvement is:
a) plan, do, check, act
b) schedule, do, act, check
c) do, act, check, monitor
d) plan, control, act, sustain
- (iv) Define DMAIC is:
a) develop, multiply, analyze, improve, check
b) define, multiply, analyze, improve, control
c) define, measure, analyze, improve, control
d) define, manufacture, analyze, improve, control
- (v) Juran's quality management philosophy is based on three pillars namely planning, control and:
a) Implementation
b) Improvement
c) Monitor
d) Design
- (vi) Choose Problem identification requires:
a) Flow charting the process
b) Monitoring customer complaints
c) Knowing how to draw control charts
d) Team meetings
- (vii) Relate Problem solving begins with:
a) Team discussions
b) SPC
c) Design of experiments
d) Problem identification
- (viii) Benchmarking determines what
a) Customer requirements
b) Process capability
c) How company is doing relative to others
d) Getting ISO 9000 audit done

- (ix) This set of Total Quality Management Multiple Choice Questions & Answers (MCQs) focuses on ♦ Continuous Process Improvement ♦ Juran Trilogy ♦ 1. Quality Planning is also known as _____
- a) a) Quality by Design
b) b) Process Control and Regulatory
c) c) Lean Six Sigma
d) d) Rapid Six Sigma
- (x) The fishbone diagram who developed by :
- a) Armand Feigenbaum
b) Walter Shewhart
c) Genichi Taguchi
d) Kaoru Ishikawa
- (xi) The development processes in an organization for product or service is referred to as _____
- a) a) Quality by Design
b) b) Process Control and Regulatory
c) c) Lean Six Sigma
d) d) Rapid Six Sigma
- (xii) What is ISQua?
- a) Indian Society for Quality in Health Care
b) Internal Standards for Quality in Healthcare
c) International Society for Quality in Health Care
d) International Standards for Quality in Healthcare
- (xiii) Customers are primarily express with:
- a) Communication, courtesy, and credibility of the sales person
b) Competence, courtesy, and security of the sales person
c) Competence, responsiveness, and reliability of the sales person
d) Communication, responsiveness, and cleverness of the sales person
- (xiv) Choose the method which is applied when a case manager wants to demonstrate length of stay data that depicts both common cause and special cause variation.
- a) Shewhart cycle
b) Scatter plot
c) Frequency plot
d) Pareto Chart
- (xv) Shannon and Weaver ♦s (1949) model of communication has the following components: _____.
- a) precontemplation, contemplation, preparation, action, maintenance
b) product, price, place, promotion
c) source, transmitter, channel, receiver, destination
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. How is Quality Assurance practiced in a Hospital (3)
4. Explain role of Quality Council of India in improving Health Care Delivery System. (3)
5. Explain about the "Constraints in rendering quality care". (3)
6. Explain Hospital Accreditation (3)
7. Explain "Stages of Medical Audit". (3)

OR

Explain Quality Improvement model of daily Patient Care (3)

Group-C
(Long Answer Type Questions) 5 x 6=30

8. Explain on "Quality Assessment". (5)
9. Explain "Stages of Medical Audit". (5)
10. Describe the basic elements of QMS. (5)
11. Describe ISO 9000. (5)
12. Explain PDCA. (5)

13. Explain about "Deming's contribution".

(5)

14. Justify the conceptual model of patient satisfaction with proper diagram.

(5)

OR

Briefly describe about the NABH Accreditation Process in Hospital.

(5)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125