



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(HM)-Hons-2023

Course Name – Hospital Operations Management

Course Code - BHM20103

(Semester II)

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) Select the operations research technique which helps in minimizing total waiting and service costs
 - a) Queuing Theory
 - b) Decision Theory
 - c) Both of these
 - d) None of these
- (ii) Show the cause of using work sampling in hospital management
 - a) Calculating exact time spent on each task
 - b) Determining the efficiency of hospital staff
 - c) Analyzing patient satisfaction levels
 - d) Evaluating medical equipment effectiveness
- (iii) Demonstrate the primary purpose of a Hospital Information System (HIS)
 - a) Billing and financial management
 - b) Patient care management
 - c) Staff scheduling
 - d) Inventory management
- (iv) Infer from the following that is NOT a component of a Hospital Information System
 - a) Electronic Health Record (EHR)
 - b) Laboratory Information System (LIS)
 - c) Human Resources Management System (HRMS)
 - d) Customer Relationship Management (CRM) system
- (v) Select the primary focus of hospital operation management.
 - a) Financial planning
 - b) Patient care coordination
 - c) Marketing strategies
 - d) Facility maintenance
- (vi) Define professional management in the context of Indian hospitals.
 - a) Implementation of traditional practices
 - b) Utilization of modern administrative approaches
 - c) Minimizing patient satisfaction
 - d) Ignoring staff feedback

- (vii) Show the differences between traditional and professional management approaches in Indian hospitals.
- | | |
|--|---|
| a) Emphasis on innovation vs. adherence to tradition | b) Hierarchical decision-making vs. collaborative leadership |
| c) Focus on reducing patient wait times vs. increasing bureaucracy | d) Investment in healthcare infrastructure vs. neglecting facility upgrades |
- (viii) Select is the function of an Operation Theatre in a hospital.
- | | |
|--|---------------------------------------|
| a) To provide outpatient consultations | b) To perform surgical procedures |
| c) To conduct laboratory tests | d) To dispense medication to patients |
- (ix) Identify the key stakeholders involved in the implementation of professional management practices in Indian hospitals.
- | | |
|--------------------------------|--------------------------------------|
| a) Patients and their families | b) Hospital administrators and staff |
| c) Government regulators | d) All of these |
- (x) Which of the following is NOT a key function of inpatient services?
- | | |
|------------------------|-------------------------------------|
| a) Surgical procedures | b) Long-term outpatient care |
| c) Nursing care | d) Patient education and counseling |
- (xi) Recall the primary responsibility of the nursing department in a healthcare institution.
- | | |
|-----------------------------------|---------------------------------------|
| a) Conducting surgical procedures | b) Monitoring vital signs of patients |
| c) Managing hospital finances | d) Performing diagnostic imaging |
- (xii) Interpret the inpatient service that is essential for acute care management.
- | | |
|--|--|
| a) To provide outpatient services | b) To facilitate long-term rehabilitation |
| c) To manage acute medical conditions that require continuous monitoring | d) To conduct medical education and research |
- (xiii) What is the optimal frequency for cleaning and sanitizing high-touch surfaces in a hospital?
- | | |
|------------|--------------|
| a) Daily | b) Weekly |
| c) Monthly | d) Quarterly |
- (xiv) Which type of hospital in India provides basic medical care, including maternal and child health services, to rural areas?
- | | |
|---------------------------|-----------------------------|
| a) Tertiary Care Hospital | b) District Hospital |
| c) Primary Health Center | d) Super Specialty Hospital |
- (xv) In which type of hospital in India would one typically find advanced medical technology and highly specialized medical professionals?
- | | |
|-----------------------|---------------------------|
| a) Maternity Hospital | b) Tertiary Care Hospital |
| c) District Hospital | d) Ayurvedic Hospital |

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What are some common barriers to effective communication in hospitals? (3)
3. Develop the role of public- private partnerships in addressing the challenges faced by the Indian hospitals in context to infrastructure development and service delivery. (3)
4. Explain the primary functions of the hospital committees. (3)
5. List down the challenges faced by emergency departments in managing patient surges during peak times or large-scale emergencies. (3)
6. How do hospitals optimize bed management, scheduling, and discharge processes to minimize wait times and enhance patient throughput? (3)

OR

Define the importance of Operations management in hospital. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Illustrate the role of a hospital administrator. (5)
8. Identify the major challenges faced in implementing professional management practices in Indian hospitals (5)
9. illustrate the primary functions and responsibilities of the laboratory department within a hospital setting. (5)
10. How does the hospital billing department collaborate with healthcare providers, revenue cycle management teams to optimize revenue capture financial performance within the hospital's billing operations? (5)
11. Recall the key steps involved in implementing MBO in a hospital setting and how it contributes to improving organizational effectiveness and patient care. (5)
12. Label the functions of hospital operation management. (5)

OR

How do you prioritize patient safety initiatives within the hospital? (5)
