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



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(HM)-Hons-2024

Course Name – Quality Management in Healthcare

Course Code - BHM40105

(Semester IV)

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) From the following options what is the most patient safety is concerned with -
 - a) Reducing medical errors
 - b) Increasing profits
 - c) Hospital branding
 - d) Marketing services
- (ii) Timeliness infers to:
 - a) Cost Control
 - b) Accuracy of diagnosis
 - c) Reducing waiting times
 - d) Staff training
- (iii) Juran identified:
 - a) PDCA cycle
 - b) Quality Trilogy
 - c) Control charts
 - d) Benchmarking
- (iv) What does quality assessment in healthcare primarily focus on?
 - a) Cost control
 - b) Improving patient outcomes
 - c) Staff recruitment
 - d) Infrastructure expansion
- (v) Choose the option that best describes what Quality Control emphasizes in healthcare organizations.
 - a) Inspection after service delivery
 - b) Patient satisfaction only
 - c) Staff motivation
 - d) Policy making
- (vi) Process in healthcare quality interprets -
 - a) Hospital building design
 - b) Methods of providing care
 - c) Final health status
 - d) Financial outcome
- (vii) What does Total Quality Management (TQM) mainly focus on?
 - a) Short-term profits
 - b) Customer satisfaction and continuous improvement
 - c) Inspection only
 - d) Cost cutting
- (viii) Interpret the meaning of benchmarking in quality management.

- a) Copying competitors
c) Internal audit only
- (ix) Identify the practice encouraged by Kaizen.
a) Employee participation
c) Inspection only
- (x) Which body functions under QCI for hospitals?
a) ISO
c) ICMR
- (xi) What is the main role of the Quality Council of India (QCI)?
a) Provide treatment
c) Recruit staff
- (xii) Interpret the aim of quality in biomedical waste management.
a) Reducing workload
c) Saving money
- (xiii) Find the primary objective of ISO 9001:2000.
a) Profit maximization
c) Cost reduction
- (xiv) Demonstrate the purpose of conducting a pre-assessment in accreditation.
a) Issue certificate
c) Cancel application
- (xv) Show the authority responsible for carrying out the final assessment.
a) Internal staff
c) Hospital management
- b) Comparing with best practices
d) Reducing standards
- b) Top-down control
d) Automation
- b) NABH
d) AIIMS
- b) Accredite and promote quality
d) Set hospital tariffs
- b) Safe disposal and infection control
d) Faster cleaning
- b) Customer satisfaction
d) Staff reduction
- b) Check readiness
d) Punish staff
- b) External assessors
d) Patients

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Illustrate JCI in details. (3)
3. Define Quality Assessment in healthcare. (3)
4. What is Kaizen? (3)
5. Explain the importance of a Quality Manual. (3)
6. Assess Juran's Quality Trilogy. (3)

OR

- Assess the importance of patient participation. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. List down the constraints in rendering quality healthcare. (5)
8. Explain the measurement of quality in healthcare. (5)
9. Explain the principles and components of 5S. (5)
10. Explain the structure and functions of the Quality Council of India. (5)
11. List down the objectives and components of ISO 9001:2000. (5)
12. Interpret the components of quality using Donabedian's model. (5)

OR

- Mark the contribution of Walter A. Shewhart to quality management in brief. (5)
