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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(HM)-Hons-2024/BBA(HM)-Hons-2025

Course Name – Hospital Operations Management

Course Code - BHM20102

(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) Label the primary relevance of a district hospital in India.
 - a) Specialized Surgery
 - b) General Healthcare and Referrals
 - c) Research and Development
 - d) Long-Term Care for Elderly
- (ii) Name the following type of hospital that is designed to provide specialized care for specific medical conditions or procedures.
 - a) District Hospital
 - b) Tertiary Care Hospital
 - c) Community Health Center
 - d) Maternity Hospital
- (iii) What is the primary goal of hospital operations management?
 - a) Profit maximization
 - b) Efficient patient care delivery
 - c) Staff satisfaction
 - d) Marketing
- (iv) Which of the following is not a key relevance of hospital operations management?
 - a) Supply chain management
 - b) Patient scheduling
 - c) Building construction
 - d) Quality control
- (v) Which department primarily supports operations management in a hospital?
 - a) Marketing
 - b) Human Resources
 - c) Administration
 - d) Radiology
- (vi) Lean management in hospitals infers to:
 - a) Cost-cutting measures
 - b) Reducing waste and improving efficiency
 - c) Increasing staff salaries
 - d) Patient marketing campaigns
- (vii) What is the role of the Emergency Department (ED)?
 - a) To provide immediate treatment for acute illnesses and injuries
 - b) To manage long-term patient care
 - c) To conduct outpatient surgeries
 - d) To monitor patients after surgery
- (viii) What is the first step during a patient arrival at the Emergency Department?
 - a) Triage and assessment of the severity of the condition
 - b) Immediate admission to ICU

- c) Routine check-ups
d) Scheduling surgery
- (ix) Outline the primary relevance of the radiology department in a hospital from the below mentioned options.
- a) To conduct routine check-ups
b) To provide imaging services for diagnosing conditions
- c) To perform surgeries
d) To provide therapeutic treatments
- (x) Relate the imaging technique that is commonly executed in radiology to view bone fractures.
- a) MRI
b) X-ray
- c) Ultrasound
d) CT scan
- (xi) The pharmacy department in a hospital is related with ----
- a) Dispensing medications and ensuring correct dosage for patients
b) Conducting diagnostic tests
- c) Performing surgeries
d) Providing physical therapy
- (xii) Which of the following is not a characteristic of MBO?
- a) Goal setting
b) Participation of employees
- c) Autocratic leadership
d) Performance evaluation
- (xiii) Show the primary focus of MBO.
- a) Maximizing profits
b) Setting and achieving specific objectives
- c) Increasing employee turnover
d) Strict hierarchical control
- (xiv) Select the next crucial step in MBO process after setting objectives.
- a) Dismissal of underperformers
b) Developing action plans
- c) Ignoring feedback
d) Avoiding employee participation
- (xv) Outline the given statement with the help of the options : A multi-specialty hospital is different from a general hospital.
- a) Treats only one specific disease
b) Focuses only on emergency care
- c) Offers treatment in multiple medical specialties
d) Provides healthcare services only to government employees

Group-B

(Short Answer Type Questions)

3 x 5=15

2. How does hospital management contribute to improving patient care? (3)
3. What is the importance of the Emergency Department of hospital setting? (3)
4. Explain the importance of the operating theatre in a hospital setting. (3)
5. Define the responsibilities of the Chief Executive Officer (CEO) in a hospital. (3)
6. Explain the Input-Output Analysis method in details. (3)

OR

Explain the problems related with hospital information system that people face in a hospital. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define the responsibilities of the governing body of a hospital. (5)
8. Explain the different managerial issues & challenges in Laboratory Services. (5)
9. Demonstrate in detail the significance of pharmacy services in a hospital setting. (5)
10. Explain the key challenges in personnel management in hospitals. (5)
11. What is professional management, and how does it differ from traditional hospital management? (5)
12. Explain the advantages and disadvantages of FIFO. (5)

OR

Explain are the major steps involved in the PPBS process.

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