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MBAS 565

**Fourth Semester M.B.A. Degree Examination, Sept./Oct. 2022
(Regular and Repeater)
BUSINESS ADMINISTRATION
Quality Management in Health Care Organization**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer to the following question should **not** exceed **6** pages : **(1×15=15)**

1. Elucidate the significance of quality management and quality improvement in healthcare organizations.

SECTION – B

Answer **any five, each** question carries **8** marks. Answer to the following question should **not** exceed **5** pages : **(5×8=40)**

2. What is POKE YOKE ? What are the merits and demerits of POKE YOKE ?
3. Bring out and explain the importance of hospital accreditation.
4. Bring out the prerequisites for ISO implementation in healthcare organization.
5. Discuss the objectives and importance of quality improvement in healthcare organization.
6. Briefly explain the six-sigma concept.
7. As a medical auditor, how do you carry out Antibiotic audit ? Explain.
8. Define quality circle and explain its advantages and disadvantages.

P.T.O.



**SECTION – C
(Compulsory)**

Answer to the following should **not** exceed **6** pages :

(1×15=15)

9. Case Study :

In Multi-speciality hospital Patient's perceptions of health-care systems appear to have been largely ignored by developing-country health-care managers. Many factors influence patient satisfaction, including: the quality of clinical services provided, the availability of medicine, the behaviour of doctors and other health care providers, the cost of services, hospital infrastructure, physical comfort, emotional support, and respect for patient preferences. Dissatisfaction is associated with a mismatch between patient expectations and the service received. As a result, assessing patient perspectives gives them a voice, which can improve the responsiveness of public health services to people's needs and expectations.

- a) Prepare a Patient satisfactory survey.
 - b) Discuss the significance of patient satisfaction survey.
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