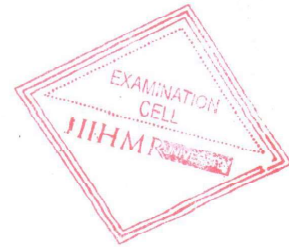


IIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-21 (2016-2018)
Hospital Management
Operations Management in Hospitals
Term Examination



Time - 3 Hour

MM-70

The question paper contains **4** printed pages.

Instructions

1. The question paper contains 9 Questions. Candidates are required to answer any five (5) questions.
2. All questions carry equal marks.
3. Use of following supporting material is permitted during examination.

GRAPH SHEETS

Q. 1. What is operations management? How you can apply in healthcare services production. Explain the various operations management tools and techniques that could be applied in hospitals. [14]

Q. 2. (a) What are the factors that should be considered while selecting a location of a hospital? [4]

(b) A medical center would like to establish a satellite clinic to provide medical care for residents living in recently developed suburbs. Four potential sites are under consideration. The data is displayed in the table below:

Factors to be Considered in Establishing a Satellite Clinic				
	Zip Codes of Potential Sites			
Factors	23059	23233	23112	23832
Land	\$ 350,000	\$ 390,000	\$ 245,000	\$ 200,000
Building	\$ 450,000	\$ 450,000	\$ 435,000	\$ 425,000
Operating	\$ 235,000	\$ 240,000	\$ 220,000	\$ 205,000
Population Size	15,683	50,296	38,660	25,775
Elderly	7%	12%	6%	5%
Education	92%	96%	93%	90%
Income	\$73,668	\$67,917	\$63,519	\$61,738
Insured	88.2%	88.6%	88.5%	88.1%

Find out the best location on factor rating method.

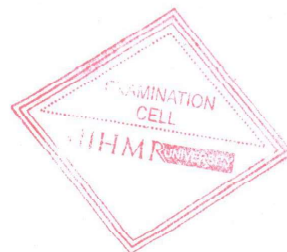
[10]

Q. 3. (a) What is the need for forecasting in health care operations? Explain in brief the various forecasting approaches that enable the healthcare managers to anticipate the future and plan service delivery. [4]

(b) The monthly ambulatory visits in an outpatient clinic are shown in table below:

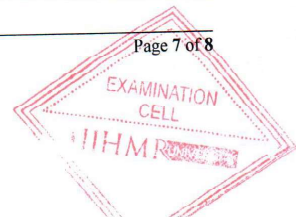
Months	Visits
July	2160
August	2186
September	2246
October	2251
November	2243
December	2162

Handwritten notes on lined paper.

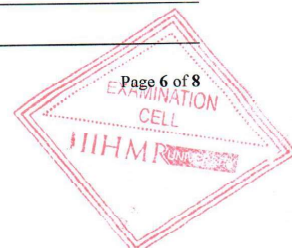


Q4: Through light on role of information technology in managing the information for hospitals and healthcare organization.

Q.5. Being a hospital manager, you bear the responsibility of satisfying the patients and attendants by offering to them the quality healthcare services. In the light of this statement focus on practices of MIS in satisfying the users.



Q3: Describe about benefits along problem associated in using ERP in health organization.



Section C

Note: Briefly write your answer in the specified place of this question paper.

$$5 \times 6 = 30$$

Q.1: A tech-driven MIS helps the policy maker in many ways. Comment on this statement as a hospital professional.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Q2. Discuss the role of telemedicine in development of healthcare services in rural area of the country.

18. Top level Managers use

- a. Strategic information
- b. Tactical information
- c. Operational information
- d. None of these

19. The most important reason for failure of MIS is

- a. Use of improper tools for design
- b. Non-involvement of end-user
- c. Improper specification
- d. None of the above

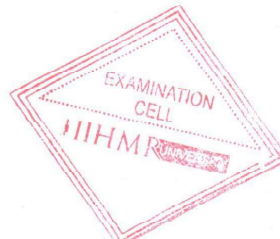
20. The general transformation cycle for information is

- a. information to data to knowledge
- b. knowledge to data to information
- c. data to knowledge to information
- d. data to information to knowledge

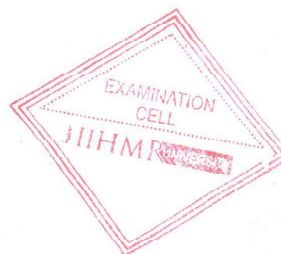
SECTION B (Each question is 1 mark)

The following 20 (Twenty) items consist of TRUE /FALSE type statements;

		TRUE	FALSE
1	HMIS comprises of strategic level management only.		
2	ERP is the integrated management of core business processes.		
3	Executive information systems analyze situations and make recommendations on what action to take.		
4	Competitive advantage occurs for a Hospitals when its competition has more to offer a customer than it does.		
5	The RFID is a technology that uses radio waves to transfer data.		
6	Data is information that has been processed in some way.		
7	Information is raw facts that describe a particular phenomenon.		
8	Information is simply data that have a particular meaning within a specific context.		
9	Hardware consists of the instructions executed by the computer to complete a specific task.		
10	A database is a collection of information that you organize and access according to the logical structure of that information.		
11	The logical view of information focuses on how you arrange and access information to meet the needs of the Hospital.		
12	An instance or record in a relational database can be duplicated		
13	Hospital software is the set of instructions that your hardware executes to carry out a specific task.		
14	An image scanner is used to capture human physical attributes.		
15	Biometric scanners are used to detect illnesses.		
16	Telemedicine permit users to send and receive information from another person or location.		
17	Virtual team members are typically located in the same geographic areas		
18	Revenue and profit are optimized by a well designed supply chain management		
19	Database-management system is used to interpret data		
20	A query is used to extract data from the database in a readable format according to the user's request.		



9. Hospital Information System deals with
- Administrative related data of hospital
 - Patient related data of hospitals
 - Both a & b
 - None
10. Hospital Information System ensures appropriate information at the right time, in the right form and at the right place. It is also called
- Hospital decision support system
 - Health Information System
 - Hospital input system
 - Hospital Action System
11. Which of the following can be an example of a database?
- Address book of all the suppliers of a company
 - Salary sheet of all the employees of a company
 - Records of daily sales transactions of a company
 - All of above
12. The complete information about an entity in a database is called
- Data
 - Information
 - Field
 - Record
13. The task of arranging data in order is called
- Searching
 - Sorting
 - Ordering
 - Shorting
14. It is a query that when run displays its own dialog box prompting you for information, such as
- Select
 - Crosstab
 - Parameter
 - Append
15. Microsoft Access Is A
- RDBMS
 - OODBMS
 - ORDBMS
 - Network Database Model
16. Which of The Following is Not a Type of Microsoft Access Database Object?
- Table
 - Form
 - Worksheets
 - Modules
17. An Access database object that is used to enter, view or edit records
- Table
 - Form
 - Query
 - Report



SECTION A

(Each Question – 1 mark)

There is only one correct answer. Encircle the Correct Answer

1. Which of the following is not a class of information system applications?
 - a. Database management system
 - b. Decision support system
 - c. Expert system
 - d. Management information system
2. Database consist of
 - a. Set of instruction
 - b. Data in random format
 - c. Data in arrange format
 - d. Software tool
3. Management information systems (MIS)
 - a. Create and share documents that support day-today office activities
 - b. Process business transactions (e.g., time cards, payments, orders, etc.)
 - c. Capture and reproduce the knowledge of an expert problem solver
 - d. Use the transaction data to produce information needed by managers to run the business
4. Operational HMIS deals with
 - a. Day to day information
 - b. Long term planning
 - c. Both a& b
 - d. None
5. Tables in a database can be related using
 - a. equations
 - b. E-R diagram
 - c. loop
 - d. flow chart
6. Hospitals are information intensive organizations. Hospital Information System deals with patient related information in:
 - a. Acquiring, storing information
 - b. Processing information
 - c. Delivering information
 - d. All of the above
7. Strategic HMIS deals with
 - a. Long term planning
 - b. Day to day information
 - c. Both a& b
 - d. None
8. Patient related data generated from OPD, Emergency is generally
 - a. Primary
 - b. Secondary
 - c. Tertiary
 - d. Quaternary

