



Academic year: 2021/2022	Course title: Nursing administration
Academic level: forth Year	Final Exam
Date: 24 \1 \2021	Total marks: 100 marks
Time allowed: 2 hrs	Course's teacher: Dr. Heba Emad

Answer the following questions:

Question No. (1): (70 marks):

Choose the correct answer:

1.	The legal document that provide evidence of all activities regarding patient care is....			
	a	Record	b.	Report
	c	Narrative charting	d.	SOAP
2.	Focusing of energy on the identification of the needs and wants of clients and on the delivery of services that create satisfaction is			
	a	Marketing plan	b.	Marketing research
	c	Marketing Orientation	d.	Marketing share
3.	Weaknesses in SWOT analysis refers to the disadvantages in			
	a	Internal environment	b.	Political circumstances
	c	External environment	d.	Social Analysis
4	The 4Ps: price, product, promotion, and place; in marketing is a tool of			
	a	Market share	b.	Market plan
	c	Marketing mix	d.	Marketing strategy
5	The record which each person or department makes notations about patient care in a separate section is.....			
	a	Source – oriented Record	b.	Narrative record
	c	Patient – oriented Record	d.	Progress Notes
6	The source of power which gained by a title or official position within an organization is...			
	a	Referent power	b.	Legitimate power
	c	Coercive power	d.	Expert power
7	The examination and evaluation of practice by the employee's associate is			
	a	Self-Evaluation	b.	Organizational review
	c	Peer review	d.	Action plan
8	The evaluation method which order nurses from the highest to the lowest or from best to the worst is.....			



	a	Ranking Method		Forced Distribution Method
	c	Paired Comparison Method		Forced Choice Method
9	The method which operates under the assumption that nurses' performance can be plotted in a bell shaped curve is.....			
		Ranking Method		Forced Distribution Method
		Paired Comparison Method		Forced Choice Method
10	Outline the specific actions any healthcare organization intend to carry out to interest potential clients in its services is.....			
		Marketing plan	b.	Marketing research
		Marketing Orientation	d.	Marketing share
11.	In source-oriented record the most charting method is.....			
		Charting by exception	b.	POMR charting
		Focus charting	d.	Narrative charting
12.	PIE charting frequently used in			
	a	Source – oriented Record	b.	Narrative record
	c	Patient – oriented Record	d.	Progress Notes
13.	Clinical decision making which nurses make based on the best available research is....			
	a	Marketing	b.	Evidence-based practice
	c	Performance appraisal	d.	Empowerment
14	The source of power which comes from individual personal characteristics that command other identification, respect and admiration so that they emulate that individual is			
	a	Referent power	b.	Legitimate power
	c	Coercive power	d.	Expert power
15	The long term marketing plan is			
	a	Tactical plan	b.	Financial plan
	c	Strategic plan	d.	Functional plan
16	The strongest types of evidence used for evidence-based nursing is.....			
	a	Research studies	b.	Patient Care Data
	c	standards Infection data	d.	Cost-effectiveness analysis
17	The process of enabling nurses to set their own goals, make decisions and solve problems within their spheres of responsibility and authority is called			



	a	Marketing		Evidence-based practice
	c	Performance appraisal		Empowerment
18	Total patient care delivery model refers to			
	a	Case method	b.	Function method
	c	Team method	d.	Primary nursing method
19	The evaluation method which has dichotomous questionnaire and the rater can categorize the presence or absence of desired characteristics or behavior is.....			
	a	Critical Incident Method	b.	Graph rating scale
	c	Checklist	d.	Numerical rating scale
20	Nurses only chart abnormal assessment finding in			
	a	Focus charting	b.	Chart by exception
	c	Progress Notes	d.	Problem list
21.	A process that can allow to healthcare organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage is			
	a	Market share	b.	Market plan
	c	Marketing mix	d.	Marketing strategy
22.	The acronym used for identify a burning clinical issue or question is			
	a	POMR	b.	SOAP
	c	PICO	d.	SOAPER
23.	The report which written to communicate information to all nurses on the next shift is.....			
	a	Change-of-shift Reports	b.	Daily conditional Reports
	c	Transfer Reports	d.	Incidence report
24	The nursing care delivery model which nurses provide care to the patient inside the hospital and outside the hospital is.....			
	a	Case method	b.	Case management
	c	Modular nursing method	d.	Primary nursing method
25	ACE Star Model is a model of			
	a	Marketing	b.	Evidence-based practice



	c	Performance appraisal	d.	Empowerment
26	One of the following characteristics is not necessary to be present to empower nurses in their workplace.....			
	a	development of their skills that allow active participation	b.	A positive sense of self
	c	Having bachelor degree at least	d.	consciousness of the workplace political realities
27	The third point on empowerment continuum is			
	a	Tradition	b.	suggestions
	c	Decision making	d.	responsible for decision strategy
28	Using a mini-team to deliver patient care is			
	a	Team method		Modular nursing method
	c	Primary nursing method		Progressive patient care method
29	Marketing Mix is an individualized blend of marketing tools. The term individualized means.....			
	a	It made by one individual	b.	Each nurse in hospital can develop it
	c	Developed to each target hospital	d.	Developed to each target segment
30	The type of marketing plan which refers to day-to-day marketing activity.....			
	a	Tactical plan	b.	Financial plan
	c	Strategic plan	d.	Functional plan
31.	The evaluation method which combine a positive and negative statements and are arranged in blocks of two or more is			
	a	Ranking Method		Forced Distribution Method
	c	Paired Comparison Method		Forced Choice Method
32.	The nursing care delivery method which assumes 24-hour responsibility for planning the care of one or more patients from admission to discharge is.....			
	a	Team method		Modular nursing method
	c	Primary nursing method		Progressive patient care method
33.	The report which nurses document unplanned or unexpected occurrence that could potentially effect on patient is			



	a	Change-of-shift Reports	b.	Daily conditional Reports
	c	Transfer Reports	d.	Incidence report
34	The errors in evaluation which the appraiser emphasize a positive aspect of employee performance is.....			
	a	Hallo error	b.	Tender Tendency error
	c	Horn error	d.	Recency error
35	In nursing delivery model, lack of communication among the different persons who care for the patient is disadvantage of			
	a	Case method	b.	Case management
	c	Function method	d.	Primary nursing method

Question No. (2): (30 marks):

How to improve customer feedback and satisfaction

To Improving customer feedback and satisfaction, making an effective marketing plan is required



- **The situation analysis thus can be viewed in terms an analysis of the external environment and an internal analysis of the organization. It serves as the basis for identifying opportunities to satisfy unfulfilled**

customer needs. In addition to identifying the customer needs, the firm must understand its own capabilities and the environment in which it is operating.

- There are several frameworks that can be used to add structure to the situation analysis: 5c
- Company / organization, customers, competitors, collaborators, climate)
- Company/organization represents the internal situation; the other four cover aspects of the external situation
- Or SWOT
- strengths, weaknesses, opportunities, and threats - for the internal and external situation.

Factors	Positive factors	Negative factors
Internal factors	Strengths e.g. experience in the industry	Weaknesses e.g. location of organization business
External factors	Opportunities e.g. new export opportunity available	Threats e.g. new competitor entering the market

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2- marketing strategy

- The marketing strategy then involves:
- Segmentation
- Targeting (target market selection)
- Positioning the product or service within the target market



Value proposition to the target market

- **3- MARKETING MIX DECISION**

- In this process the marketing plane developed and a product has been produce.
- - Designing and implementation a marking program are expensive project and require personnel with expertise in marketing.
- The evaluation and control of marketing it involves in the following:
- *Goal and objectives.
- *Measuring planned and good results
- * Different between planned and results.

- **4 Implementation and Control -**

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- * Different between planned and results.
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