|  |  |
| --- | --- |
| **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): ( 10 marks):**

**Read the following statements and put (**√**) for true statement and (**×**) for false statement (with correction)**

|  |  |  |
| --- | --- | --- |
| 1. | In source-oriented record, the most charting method is PIE Charting | ( ) |
| 2. | The systematic process for studying a marketing problem is marking orientation | ( ) |
| 3. | Nurse leaders should use the least amount of power | ( ) |
| 4. | Narrative charting consists of written information in chronological order | ( ) |
| 5 | Threats in SWOT analysis refer to the disadvantages in internal environment | ( ) |
| 6 | Marketing mix should be developed for each target segment | ( ) |
| 7 | Coercive power is the ability to grant awards | ( ) |
| 8 | Documentation is considered a reference for research | ( ) |
| 9 | The primary nurse assumes responsibility for the patient after discharge from hospital | ( ) |
| 10 | Peer Review is the examination and evaluation of practice by the employee’s associate | ( ) |

**Question No. (1): (15 marks):**

**Choose the correct answer:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1.** | **The percentage of the total market for a product or service that is captured by an organization or producer is** | | | | | |
| a | Marketing plan | b. | | Marketing research | |
| c | Marketing Orientation | d. | | Marketing share | |
| **2.** | ***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 | |
| **3.** | Using a mini-team to deliver patient care is | | | | | |
| a | Team method | b. | | Modular nursing method | |
| c | Primary nursing method | d. | | Progressive patient care method | |
| 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 method which operates under the assumption that nurses' performance can be plotted in a bell shaped curve is…….** | | | | | |
| a | Ranking Method | b. | | Forced Distribution Method | |
| c | Paired Comparison Method | d. | | Forced Choice Method | |
| 6 | ***The weakest types of evidence used for evidence-based nursing*** is | | | | | |
| a | Research studies | b. | | Clinical expertise | |
| c | standards Infection data | d. | | Cost-effectiveness analysis | |
| **7** | **The errors in evaluation which the appraiser emphasize a negative aspect of employee performance is…..** | | | | | |
| a | Hallo error | b. | | Tender Tendency error | |
| c | Horn error | d. | | Recency error | |
| 8 | The evaluation method which order nurses from the highest to the lowest or from best to the worst is….. | | | | | |
| a | Ranking Method | | b. | | Forced Distribution Method |
| c | Paired Comparison Method | | d. | | Forced Choice Method |
| 9 | **The acronym used for identify a burning clinical issue or question is** | | | | | |
| a | POMR | b. | | SOAP | |
| c | PICO | d. | | SOAPER | |
| 10 | The method which the rater is required to identify the most or least descriptive statement pertaining to an employee | | | | | |
| a | Critical Incident Method | b. | | Graph rating scale | |
| c | Forced choice method | d. | | Numerical rating scale | |
| **11.** | **The method which the rater can categorize the presence or absence of desired characteristics or behavior** | | | | | |
| a | Check-list | b. | | Daily conditional Reports | |
| b | Graph rating scale | d. | | Incidence report | |
| **12.** | the technique which is systematic collection of performance data on an individual group (supervisors, customers, peers and self | | | | | |
| a | 360\* Feedback Method | b. | | Confidential report | |
| c | Behavioral anchored rating scales: | d. | | Rating scale | |
| **13.** | **The second point on the empowerment continuum is** | | | | | |
| a | Tradition | b. | | suggestions | |
| c | Decision making | d. | | responsible for decision strategy | |
| 14 | **The rater writes a narrative description of an employee's strengths, weaknesses, past performance, potential and suggestions for improvement in** | | | | | |
| a | Daily conditional Reports |  | | Essay method | |
| c | Incidence report |  | | Management by objectives | |
| 15 | The type of marketing plan which refers to long term marketing activity……. | | | | | |
| a | Tactical plan | b. | | Financial plan | |
| c | Strategic plan | d. | | Functional plan | |

**Question No. (3): matching ( 10 marks):**

|  |  |
| --- | --- |
| 1) In Source – oriented Record | (a) nurse assumes total responsibility of providing complete care for one or more patient |
| 2) Report | (b) is a legal document that provides evidence of all activities regarding care as patients’ health. |
| 3 Marketing strategy is | (c) is a document form which include conclusions or findings based on facts or recommendations |
| 4)*Referent power* | (d) an individualized blend of marketing tools and tactics implemented to achieve goals |
| 5: Marketing mix is | (e) each person or department makes notations in a separate section |
| 6: Record | (f) comes from individual personal characteristics that command other identification, respect and admiration so that they emulate that individual. |
| 7 function method | (g) a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage |
| 8 Case method | (h) is the method evaluates an employee on the basis of certain `events |
| 9 Paired Comparison Method | (i) the nursing care is divided into tasks sand assigning each staff member to perform one or two tasks for all patients in the unit |
| 10) Critical Incident Method | (j) is the method which each employee is compared with the other on one-to-one basis |

**Question No. (4): (15 marks):**

**Complete the following**

**1-**The four components of POMR are ……., ………, ……., and……(2marks)

2- Guidelines necessary to follow in the conduct telephone report are…….., ……….,…………., and ……………..(2marks)

3- Marking in a healthcare organization means……………. (1 mark)

4- ……………, ………………, ……………, ……….. and …………are considering ways to increase your power (2.5 marks)

5- Characteristics of empowerment are …………, …………, and …….. (1.5 mark)

6- Components of the care delivery model are ……., ……., ………, and ………. (2marks)

7- The Star Model is depicted by five points of knowledge transformation are………, ………….., ……………, ………….., and ……….. (2.5 marks)

8- ……………..,………………,………………,………………..,………… are ways to overcome *the common* *barriers to implementing evidence based practice* (1.5 marks)