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SEAT No. :

PE-5983

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M.B.A.

PHM - 602 MJ : FUNDAMENTAL OF PHARMA AND HEALTHCARE MANAGEMENT

(2024 Pattern) (Semseter - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *All questions carry equal marks.*
3) *Each question has an internal options.*

Q1) **Answer any 5 out of 8 (2 marks each):** **[10]**

a) Define Health Care Management.

b) What is meant by Primary Health Care?

c) State any two duties of a Healthcare Manager.

d) What are PHCs (Primary Health Centres)?

e) Two Functions of Community health centres.

f) Define Customer Relationship Management (CRM)

g) Marketing Mix in Pharma.

h) Tele medicine.

Q2) **Solve any two (5 marks each):** **[10]**

a) Explain the use of Robotics in Pharma & Healthcare.

b) Explain STP in healthcare marketing.

c) Training and Development in healthcare Organizations.

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Q3) **Answer 3 (a) or 3 (b):** **[10]**

a) Explain the duties, responsibilities and qualities of an effective healthcare manager.

OR

b) Describe the managerial role and significance of motivation in healthcare Organizations.

Q4) **Answer 4 (a) or 4 (b):** **[10]**

a) Explain alternative systems of medicine (Ayurveda, Homeopathy, etc) the role of CHCS and PHCS and functions of the unorganized sector in Healthcare.

OR

b) Discuss the health system structure in India at the Centre, State, District, Block and Panchayati Raj levels.

Q5) **Answer 5 (a) or 5 (b):** **[10]**

a) Analyze modern pharma and healthcare models such as Telemedicine, Medical Tourism, AI applications and organized hospital formats.

OR

b) Explain government initiatives to provide healthcare facilities across the country. Suggest a model to provide effective healthcare service in rural India.

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