

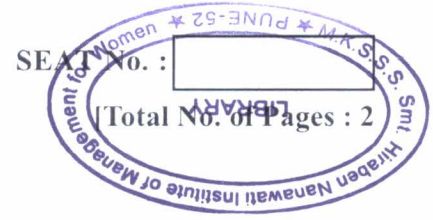
Total No. of Questions : 5]

PE-5983

[6551]-822

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.

P.T.O.

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.

