

Total No. of Questions : 5]

SEAT No. :

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S.Y. M.B.A.

**SC-PHM-602-MJ-01 : Fundamentals of Pharma and
Healthcare Management
(2024 Pattern) (Semester - 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) What is STP in pharmaceutical marketing?
- b) Mention any two applications of Artificial Intelligence in healthcare.
- c) Give functions of Asha worker.
- d) What is the role of Medical Representative in pharmaceutical marketing?
- e) Mention goals of National Health Policy.
- f) What is the role of Panchayati Raj in healthcare delivery?
- g) What is meant by “Holistic Approach” in health care.
- h) List two advantages of Artificial Intelligence in Pharma and healthcare.

Q2) Solve any 2 (5 marks each)

[10]

- a) Describe the functions of Primary Health Centres (PHCs)
- b) Explain the recruitment and training process in a Healthcare organization.
- c) Explain the alternative systems of medicine in India.

P.T.O.

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

a) Explain the marketing mix in the pharmaceutical and healthcare Industry.

OR

b) Explain the health planning process in India with reference to major committees and National Health Policy.

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

a) A hospital is facing high staff turnover and low morale among healthcare workers. Using relevant motivational theories, suggest measures to improve employee motivation and performance. Describe any one motivation and performance. Describe any one motivational theory relevant to healthcare management

OR

b) Explain the concept of medical tourism and analyze the major factors responsible for its rapid growth in India. Assess its impact on the healthcare sector and Indian economy.

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

a) How can pharmaceutical companies apply the STP (Segmentation, Targeting and Positioning) model to effectively market a prescription drug? Discuss STP concept in detail with suitable examples.

OR

b) Explain the concept of CRM. How can CRM systems be effectively used by pharmaceutical companies to improve engagement with physicians and healthcare institutions? Discuss with example.

