



School of Pharmaceutical Management

Master of Business Administration: Pharmaceutical Management

Batch-10th (2018-2020) Second Year

Public Health Policy

Term Examination

Time - 3 Hour

MM-70

Instructions:

- There are three sections for this exam. Section A contains 5 questions, carries 10 marks (each question 2 marks). You need to choose one answer from the options provided below each question. For each question, only one option has to be chosen. More than one choice marked, or overwriting done, will not be evaluated.
- Section B requires you to descriptively write on an issue provided there. This section contains 3 questions, carries 30 marks (each question carries equal marks).
- Section C is about case study. Please carefully read the case and answer the questions. This question carries 30 marks.

SECTION-A:

Q.1: For India, which of the following is correct? (lower to bigger number)

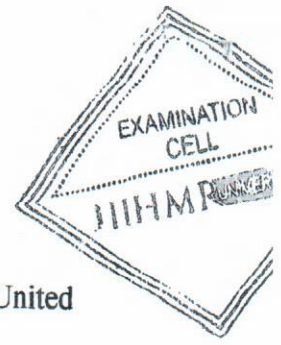
- a. IMR>MMR>Life Expectancy
- b. MMR>IMR>Life Expectancy
- c. MMR>Life Expectancy>IMR
- d. None of above

Q.2: Which of the following is not a department under Health Ministry?

- a. AYUSH
- b. Health Research
- c. Pharmaceuticals
- d. AIDS control

Q.3: What are the key features of India Health Policy (2017)?

- a. Patient Centric policy
- b. Preventive and Promotive care
- c. Focuses on Non-Communicable Diseases
- d. All the above



Q.4: Which of the following is not a Sustainable Development Goal (SDG) set by the United Nations?

- a. Global Partnership for Development
- b. Eradicate Extreme Poverty and Hunger
- c. Ensure Environmental Sustainability
- d. Ensure Adequate Employment Opportunities

Q.5: Government launched NPCDCS program to target

- a. Cancer
- b. Cardiac diseases
- c. Diabetes
- d. All the above

SECTION-B:

Q.4: Define epidemiological and demographic transition? Do these transitions impact pharmaceutical market, how?

Q.5: Describe Industry-led initiatives on access to medicines? Give real examples.

Q.6: Write your perspective on the National Health Protection Scheme (Ayushman Bharat Pradhan Mantri Jan Arogya Yojana) impact on pharmaceutical industry?

SECTION-C:

Q.7: CASE STUDY QUESTION

(30)

Client: Secretary, Department of Health, Government of Chhattisgarh

Client Situation: "As many as 32,604 cases of malaria, both critical and normal, were reported in the state from January 1 to March 31 this year," a health department statement released today said. Of these, 26,602 cases of malaria were caused by *Plasmodium Falciparum* protozoan, which is more virulent, while 6,000 were caused by *Plasmodium Vivax*. The health department is working to get rid of the disease completely by 2030 and an action plan is being drafted for the same, the release said. ("Over 32,000 People Suffered from Malaria in Chhattisgarh in 2019: Government", NDTV, April 27, 2019)

Malaria and dengue are a major health epidemic in Chhattisgarh and a large number of cases and deaths are reported from the tribal dominated districts. Also, some cases are not reported because of lack of access to the public health system in heavily forested and tribal dominated areas. In light of this fact, the Department of Health is preparing a comprehensive action plan to get rid of both malaria and dengue by 2030. Therefore, the Secretary, Department of Health has set up a Committee to identify the existing issues and gaps in the delivery and implementation of malaria and dengue control and eradication schemes launched by the Government of India and Government of Chhattisgarh. Accordingly, the Committee will draft an action plan to mitigate the identified issues and address the gaps in order to achieve the desired objective.

The Committee has assigned you the responsibility of preparing a draft note on the subject for the perusal of the Secretary. The goal of this engagement is to study the situation in a holistic manner and solve the problem by identifying the issues and gaps, evaluating the opportunities available, and leveraging the institutional mechanism and resources at the disposal of the Department of Health.

Task: Please propose a concept note for the client highlighting your analysis of the situation and how the issue can be tackled to achieve the desired results. You are also expected to identify and prioritize the possible issues along with your recommendations.

In your response to the case or task at hand, please address the following components:

- a. Identify the problem: Explain the problem's scope and relevance and identify the major issues and gaps.
- b. Craft the solution: Craft a thoughtful, implementable solution that would address the problem as you see it.
- c. Critique your solution: Present the biggest hurdles to your solution and how you would address those hurdles.

