

LITHMR UNIVERSITY
School of Pharmaceutical Management

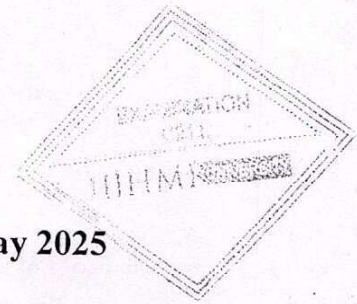
Enrolment No.:

MBA Pharmaceutical Management

Batch-16th (2024-2026)

First Year, Term 3, End Term Examinations, May 2025

CC – 636 Digital Health



Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Choose the correct option for the following questions (a to c, 1 mark each d 2 marks):

- a) How can AI positively impact clinical decision-making in healthcare?
- By providing virtual assistance to doctors.
 - By providing virtual assistance to doctors.
 - By slowing down the care process
 - By replacing human judgment in healthcare-specific functional areas.
- b) What is the definition of Digital Literacy?
- The ability to use digital technology without any guidance.
 - The interest, attitude, and ability to appropriately use digital technology and communication tools.
 - The ability to construct new knowledge without using digital tools.
 - The proficiency in using digital hardware and software.
- c) Who are the primary stakeholders in Digital Health?
- Only healthcare providers
 - Patients and healthcare providers
 - Only government agencies
 - Technology companies
- d) Which category of Digital Health includes tools for remote patient monitoring?
- Telemedicine and health information
 - Data analytics and intelligence
 - Medical social media
 - DIY diagnostics

Part B

(Maximum Marks: 15)

Write short notes on any three of the following questions (5 marks each):

- Q2.** Pros and cons of Telemedicine
- Q3.** Wearable devices
- Q4.** IoT
- Q5.** Application of ML in Healthcare

Part C

(Maximum Marks: 30)

Answer any three of the following questions in detail (10 marks each):

- Q6.** Enlist the stakeholders in Digital health and benefits of Digital health solutions to them.
- Q7.** Explain the application of Ai in each step of Clinical research in detail.
- Q8.** Design a wearable device to address specific health conditions using following points.
 - 1) Features of device
 - 2) types of information capture and how it captures
 - 3) Purpose and use of device
 - 4) Application of devices in public and private sector
- Q9.** Why India needs more stringent data protection laws? and describe key provisions of The Digital Information Security in Healthcare Act (DISHA) of 2018.

