



III Semester M.B.A. Degree Examination, May/June 2023
(CBCS) (2014 – 15 and Onwards)

MANAGEMENT

Perspectives on Health Care Sector

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. (5×5=25)

1. Define health and well-being.
2. Write a short note on Pharmacology.
3. Differentiate primary and tertiary care health systems.
4. What is medical tourism and how has it impacted the health care industry ?
5. What are the challenges of India's health care delivery system ?
6. What is the growth of health infrastructure in India ?
7. What is the demography of health ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks. (3×10=30)

8. What are the key drivers of the health care industry, and how do they affect medical tourism and health insurance ?
9. What role do technology and innovation play in improving health care delivery in India, and what are some emerging trends in this area ?
10. What are some successful examples of public-private partnerships in promoting and delivering indigenous systems of medicine in India ?
11. How can epidemiology be used to address emerging infectious diseases, such as COVID-19, and what lessons can be learned from these experiences ?

P.T.O.





SECTION – C
(Case Study)

12. Compulsory question :

(1×15=15)

The Indian health care sector has witnessed significant growth in recent years, with the government introducing various schemes and policies to improve the accessibility and affordability of health care services for the masses. However, there are several challenges that the sector faces, which limit its potential for growth and development. Let's take a closer look at the different perspectives of the Indian health care sector.

- 1) **Economic Perspective** : India's health care expenditure is among the lowest in the world, with the government spending only 1.28% of its GDP on health care. As a result, private players dominate the sector, making health care services unaffordable for the majority of the population. Furthermore, the lack of adequate infrastructure, skilled health care workers, and technology adds to the economic burden.
- 2) **Social Perspective** : India's health care sector is plagued with several social challenges. Poor health care infrastructure, lack of skilled health care professionals, and uneven distribution of health care services lead to disparities in health care access between urban and rural areas. Additionally, the social stigma attached to certain diseases and inadequate health care services for marginalized communities, including women and children, further exacerbates these disparities.
- 3) **Technological Perspective** : India's health care sector has made significant progress in technology adoption in recent years. However, the sector still lags behind in adopting advanced technologies, such as Artificial Intelligence (AI), robotics, and telemedicine. This lack of technological advancement leads to suboptimal patient outcomes, inadequate disease management, and inefficient resource utilization.



4) **Political Perspective** : India's health care sector is heavily influenced by political decisions, with the government playing a significant role in regulating and funding the sector. However, bureaucratic inefficiencies, corruption, and the lack of political will limit the sector's potential for growth and development.

Questions :

- 1) What are the economic challenges faced by the Indian health care sector, and how do they impact the accessibility and affordability of health care services ?
 - 2) How do social challenges, such as poor health care infrastructure and disparities in health care access, affect the Indian health care sector ?
 - 3) How does inadequate technological adoption impact the Indian health care sector, and what steps can be taken to address this issue ?
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