

**CONCURRENT EVALUATION FOR PHARMA & HEALTH CARE MANAGEMENT
SPECIALISATION****SEMESTER III FUNDAMENTALS OF PHARMA & HEALTHCARE MANAGEMENT
(305)****FACULTY NAME: PROF. SAMEER PATIL****Important Instructions:**

1. The subject is evaluated on the basis of three components

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Written Home Assignment	50	10 th Feb 2023
2	Minor Project	50	13 th Feb 2023
3	Situation Analysis	50	15 th Feb 2023

2. Assignments to be mailed and to be submitted in person.
3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

COMPONENT 1:**WRITTEN HOME ASSIGNMENT**

Q.1 Pharmaceutical industry has shown a steady and consistent growth over a period since it has emerged as an organized sector. But it is considered as one of the biggest gainers in the wake of Covid-19 pandemic. Do take a review of the opportunities and the challenges faced by the industry during this phase of Covid-19 pandemic.

Q.2 Throw light on the Health planning in India with various committees formed to address different health issues. Elaborate the National Health policy of India and the health goals set from time to time.

Q.3 'Keeping the employees motivated in a healthcare sector is a herculean task'. Do you agree with this statement? With an example of any organization from healthcare sector, try to narrate the issues and challenges in motivating people in health care delivery.

Q.4 Take an example of a pharmaceutical company in India having a wide product portfolio in nutraceuticals and design a marketing mix and STP for it.

Q.5 Which countries threw its doors open to capitalize on the fear erupted among people across the globe over Covid-19 & its vaccinations? What was their model? With this, try to explain the concept of Medical tourism, medical tourism in India and its future prospects.

COMPONENT 2:

MINOR PROJECT

Do carry out an extensive desk research and prepare a report on Public Health Care System in India, its current status with reference to Centre, State, District and Block level structures and local bodies and Panchayat Raj Organization. Mention the role and functions of Community Health Centres (CHCs) and Primary Health Centres (PHCs). Highlight the concept of Primary healthcare and issues with manpower.

COMPONENT 3:

SITUATION ANALYSIS

With the emergence and growth of

- (i) organized formats of hospitals like hospital chains of Apollo, Fortis, Wockhardt, their alliance with the start-ups like Portea, Practo etc., specialist care units like knee replacement, cardiac, diabetes, eye care, Cancer etc.;
- (ii) organized formats of diagnostic centres with chain of diagnostic centres like Apollo, SRL, Dr. Lal, Metropolis etc., 24*7 and fast service delivery;
- (iii) organized formats of chemist chains like Medplus, Apollo Pharmacy, Medlife, Wellness Forever etc., online pharmacy stores like PharmEasy, Netmeds, Tata 1mg etc.

Do you feel that it is a threat to the traditional formats of hospitals, diagnostics and chemist shops and would wipe them out from the market?

Do analyse the situation, carry out an extensive secondary and qualitative research, try to support it with some primary inputs and information from your contacts and sources from the healthcare sector and share your views accordingly supported by appropriate examples, logical justifications, experiences or success & failure stories.