

**INDIAN INSTITUTE OF TECHNOLOGY PATNA
END SEMESTER EXAMINATION
SPRING SEMESTER, 2015**

HS 232: Health Care Management

Time: 3 Hrs.

(23.04.2015, AN)

Full Marks: 50

I. Write short notes on any three of the following: (3x5=15 marks)

- a) Fertility Tourism in India
- b) National Population Policy of India 2000
- c) Creative Technologies in Health Care Industry
- d) Continuum of Care Services (CCS)

II. Answer any three questions (3x8= 24 marks)

- a) For optimal impact, technologies must be applied effectively. Describe with examples how can we ensure that targeted consumers at all levels- from providers to the consumers- are able to use technologies.
- b) Discuss in details the various levels of the health care system.
- c) India is one of the top ranking destinations for health tourists. Explain with examples the factors that have facilitated this.
- d) Examine the role of mass media in improving the public health scenario with special reference to India.

III. Write True/False for the following sentences (1 mark each= 11 marks)

- 1. Addressing unmet need is an intermediate objective of the National Population Policy of India 2000.
- 2. Bihar is known as the ayurvedic capital of India.

3. The changing patients' demographic is a challenge in health care management.
4. Health promotion is influenced by health education, health screening and disease prevention.
5. Equity aims to ensure that everyone gets the same things in order to enjoy full healthy lives.
6. The theme of World Cancer Day 2015 was "Treatment for All".
7. Universal Health Coverage ensures improved access to health services and reducing poverty from catastrophic healthcare expenditure.
8. Appointment of ASHA in each village and strengthen public health infrastructure is one of the key features of NRHM.
9. The International Conference on Population and Development was held in Cairo in the year 2004.
10. Annual health survey is one of the sources for mortality data.
11. ICT is a prominent player in improving health outcomes of the population.