



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELOW WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
SECOND SEMESTER EXAMINATION**

COURSE CODE: MPA877

CREDIT UNITS: 2

**COURSE TITLE: HEALTH CARE STRATEGIC PLANNING/MARKETING
MANAGEMENT**

TIME ALLOWED: 2 HRS

Instructions: 1. Attempt question number one (1) and any other two (2).

2. Question number 1 is compulsory and carries 30 marks while the other 2 questions carry 20 marks each.

3. Present all your points in coherent and orderly manner.

1. Discuss in details the essential criteria for the selection of drugs: (30 marks)

2a. Explain with examples the Concepts of Situation Analysis (6 marks)

b. With the aid of a neat and labelled diagram, briefly explain the Planning Cycle Chart

(14 marks)

3. Discuss extensively any six responsibilities of the International Health Organisations

(20 marks)

**4a. Briefly explain the following terms as associated with Data Analysis:
·The ABC Value Analysis: ·V.E.N. Analysis: Therapeutic Alternative Analysis:
(10 marks)**

b. 4b. Explain briefly who the Chief Medical Director is. **(10 marks)**

5a. Distinguish between expendable and non expendable Equipment **(5 marks)**

5b. What are the essentials skills for controlling and maintaining of equipment
(15 marks)

130209102