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## School of Business

Integrated Bachelor of Business Administration - Master of Business Administration  
Semester End Examination - Nov 2023

Duration : 180 Minutes  
Max Marks : 100

### Sem IX - MBHC6003 - Public Health Administration

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Recall the National Health Policy in India K1 (2)
- 2) Classify the key components of Primary Health Care in India K2 (4)
- 3) Interpret the COVID-19 pandemic accelerating the adoption of mobile devices and telemedicine in healthcare practice? K2 (6)
- 4) Select the key challenges facing India's Primary Health Care system, and how can they be addressed? K3 (9)
- 5) Choose the usefulness of Bio statistics in Public Health . K3 (9)
- 6) Interpret the Changing roles of Hospitals after Covid 19. Elaborate the strategies that hospitals adopted to implement public health policies, K5 (10)
- 7) Examine Central Government's Health policies for Maternal and Child Health, Distribution of essential medicines, control of blindness K4 (12)
- 8) Explain Aarogya Setu, and what is its role in India's response to the COVID-19 pandemic and How does Aarogya Setu use Bluetooth technology for contact tracing, and why is this important in controlling the spread of COVID-19 and discuss about the data privacy the app K5 (15)
- 9) Appraise the Important measures taken by the Government and the media to prevent the spread of COVID 19 and challenges faced by the government K5 (15)
- 10) Elaborate the significance of Accredited Social Health Activists (ASHAs) in India's public health system and elaborate Ayushman Bharat yojana K6 (18)