

**Multiple Choice Questions**  
**[SC-PHCM- 01]**  
**[Fundamental of Pharma and Healthcare]**

**Unit I Introduction**

1	<p>Planning a new hospital starts with setting goals for the hospital, without which the organization cannot have a definite direction or focus. Which of the following areas is not considered by an organization while studying existing hospital facilities in an area?</p> <p>A. Bed ratio B. Hospital occupancy C. Physical condition of facilities D. Volume of services provided E. (e) Perception of patients</p>	E
2	<p>Centralization principle of management science has brought the existence of central sterile services department (CSSD) in large hospitals. The significance of CSSD is:</p> <p>A. To bring advancement in medical science to provide betterment of humanity B. To help the doctors to develop leadership qualities and human relationship abilities C. To bring efficiency and economy in the centralization of sterilization of syringes activity in one location for use all over the hospital D. To help nonmedical staff to learn administrative skills E. To help medical professionals to develop management attitudes.</p>	C
3	<p>There are various operational research models used in the areas of hospital and healthcare management. Which of the following models is used in the capital rationing of resources like budget allocation, transfer pricing, etc.?</p> <p>A. Assignment model B. Transportation model C. Dynamic programming model D. Sequencing model E. (e) Linear programming model.</p>	E
4	<p>Health Care Management is _____ a because it consists of well- recognized body of knowledge, principles and techniques.</p> <p>A. social science B. science C. art D. history</p>	B
5	<p>_____ refers to the monitoring by the human resource department of the performance of line and other staff department .</p> <p>A. assessing B. appraising C. auditing D. checking</p>	C

6	<p>_____ specifies man is potentially creative, trustworthy and cooperative.</p> <p>A. theory x and theory y B. maslow's theory C. herzberg's theory D. mcgregor's theory</p>	D
7	<p>The breakdown of a job into various component parts.</p> <p>A. job analysis B. job description C. job specification D. job requirement</p>	A
8	<p>A summary of the requirements of the job both from the point of view of tasks to be performed and the qualifications necessary to perform the tasks.</p> <p>A. job specification B. job turnover C. job rotation D. job variation</p>	A
9	<p>_____ is may be defined as a technique for the procurement, development, allocation and utilization of the human resources in the organization.</p> <p>A. forecasting B. manpower planning C. scheduling D. projecting</p>	B
10	<p>_____ as the world imply means the rate of change in the number of employees</p> <p>A. labour problems B. labour strike C. labour turnover D. trade union</p>	C
11	<p>_____ the number of employees leaving and joining an organization during certain period</p> <p>A. revenue B. throughput C. response D. turnover</p>	D
12	<p>The _____ is a broad statement of the purpose, scope, duties and responsibilities of a particular job.</p> <p>A. job specification B. job description C. job analysis D. job plan</p>	B

13	The ____ equipment and facilities match with the mandatory requirements laid down by Atomic Energy Regulatory Board and the Babha Atomic Research Centre. A. computer radiology B. tele-radiology C. radiological services D. direct radiology	C
14	What are the three P's in Triple Bottom Line Principle? A. people, profit, planet B. person, revenue, earth C. pupil, income, globe D. individual, money, sphere	A
15	How many C's which makes a person to think positive? A. 3 B. 4 C. 5 D. 6	B
16	What is the name of CSR for "Age of Greed" ? A. distrustful csr B. protective csr C. defensive csr D. defending csr	C
17	What are the two types of Ethical Committee? A. ifc,ibr B. bri,pri C. rni,bri D. iec,irb	D
18	Leadership is a function of all the following factors except A. leader B. situation C. work group D. product or service	D
19	Best journey' is a ethical code of A. railway company B. transport company C. private bus services D. auto services	A

20	Ethical codes are A. negative rule B. product of the firm C. product of regulation D. statement of the norms and beliefs of an organization.	D
21	_____ is an oath of ethics historically taken by physicians. A. pauper's oath B. the hippocratic oath C. oath of allegiance D. oath of citizenship	B
22	_____ principle or belief, especially one of the main principles of a religion or philosophy. A. beliefs B. creeds C. tenets D. principles	C
23	_____ provided the guidelines for the formation of Ethics Committee. A. ficci B. niti C. mci D. indian council of medical research	D
24	_____ is designated for the purpose of protecting the rights, safety and well-being of the subjects(humans) participating in the clinical research. A. ethics committee B. meta-ethics C. applied ethics D. normative ethics	A
25	_____ is a set of techniques and tools for process improvement A. cqi B. six sigma C. tqm D. sqc	C
26	_____ is an excellent choice and cheaper source of recruitment A. interactive B. social networking C. friendly D. communicating	B
27	_____ imaging explains and demonstrates the complete technology involved with imaging A. oculus B. ophthalmic C. sight D. bird's eye view	B
28	A case history of the patient will be taken and the patient will have a case sheet in which his progress will be recorded.	C

	<p>A. patient B. casualty C. inpatient D. outpatient</p>	
29	<p>A change for better prospects from one job to another job is deemed by the employee as a</p> <p>A. upgrade B. promotion C. elevation D. advancement</p>	B
30	<p>_____ is synonymous with wisdom and maturity.</p> <p>A. aged B. ancient C. grey hair D. older</p>	C
31	<p>A special type of autoclave that has a very short sterilization cycle of about 3 - 5 minutes because of its ability to raise the temperature to 132 degree centigrade.</p> <p>A. ppe B. flash sterilizer C. gravity prevacum D. latex hypersensitivity</p>	B
32	<p>ETO is a colorless gas that is flammable and explosive. The four essential parameters</p> <p>A. gas concentration B. temperature C. relative humidity D. all the three</p>	D
33	<p>Sealing machine is used for the sealing the _____ in which instruments are packed.</p> <p>A. synthetic bags B. non corrosive C. plastic bags D. non toxic</p>	C
34	<p>_____ is an important sterilization method that manufacturers widely use to keep medical devices safe.</p> <p>A. polyglycols B. ethylene oxide C. amines D. organic acids</p>	B
35	<p>_____ also called a continuous batch washer, is an industrial laundry machine designed specifically to handle heavy loads.</p> <p>A. digester B. cut away illustration C. a tunnel washer D. cylindrical chamber</p>	C

36	are used in medical applications to perform sterilization and in the chemical industry to cure coatings and vulcanize rubber and for hydrothermal synthesis. A. steam sterilizer  B. autoclaves C. filtration technology D. negative pressure	B
37	are used in medical applications to perform sterilization and in the chemical industry to cure coatings and vulcanize rubber and for hydrothermal synthesis. A. steam sterilizer B. autoclaves C. filtration technology D. negative pressure	C
38	index files by year, month and day. A. alpha- numeric system B. chronological- numeric systems C. ascending order D. numeric systems	B
39	have two or more number sets, separated by dashes, commas or spaces. A. middle digit filing B. alpha numeric system C. duplex-numeric files D. block numeric	B
40	The most common method of filing A. index filing B. terminal digital filing C. hash filing D. sequential filing	B
41	A that reviews the appropriateness of all surgical procedures performed in the institution correlating pre- and post- operative surgical diagnosis with pathological Findings. A. adhoc committee B. hospital tissue committee C. operating room committee D. ethical committee	B
42	codes ensure that you get proper treatment and are charged appropriately for any medical services you receive. A. icd-da B. international classification of diseases (icd) C. icatinternational centre for automotive technology D. icda	B
43	The ICD is maintained by the and distributed in countries across the globe. A. hipaa B. nchs C. who	C

	D. wha	
44	is an internationally recognized system for reducing the risk of safety hazards in food. A. usda B. capp C. haccp D. nacmcf	C
45	How many Principles of a HACCP system? A. 7 B. 6 C. 5 D. 4	A
46	The maintains a scheme to benchmark food safety standards for manufacturers as well as farm assurance standards. A. nabh B. iphs C. gfsi D. hai	C
47	Filing, Indexing and Retrieving records is work carried in A. therapeutic B. medical records department C. administration department D. maintenance department	B
48	The Food Safety Modernization Act of (FSMA) is the most fundamental change to food safety regulations in over 70 years. A. 2009 B. 2010 C. 2011 D. 2015	C
49	The first pharmacy council of india constituted by in the year 1949. A. civic body B. central govt C. municipal committee D. state government	B

**Unit II Health Systems in India**

1	One PHC is located for a population of:  A. 5000 B. 30,000 C. 100,000 D. 500	B
2	A subcentre in a hilly area caters to a population of:	C



	<p>A. 1000 B. 2000 C. 3000 D. 5000</p>	
3	<p>Eligible Couple Register is maintained at:</p> <p>A. Subcentre B. PHC C. CHC D. District headquarters</p>	A
4	<p>Three-Tier System of Health care delivery in rural areas in India is based on the recommendations of:</p> <p>A. Bhore Committee B. Chadha Committee C. Srivastava Committee D. Mudalair Committee</p>	C
5	<p>Elements of primary health care include all of the following except:</p> <p>A. An adequate supply of safe water and basic sanitation B. Prevention &amp; control of locally endemic diseases C. Providing employment to every youth D. Immunization against major infectious disease</p>	C
6	<p>Panchayati Raj System is a 3-tier system of rural local self-government in India. Match the institutions with levels:</p> <p>A – Panchayat, I – Village level B – Panchayat Samiti, II – District level C – Zila Parishad, III – Block level</p> <p>A. A-III, B-II, C-I B. A-II, B-III, C-I C. A-I, B-III, C-II D. A-I, B-II, C-III</p>	C
7	<p>Principal Unit of Administration in India is:</p> <p>A. Centre B. State C. District D. Village</p>	C



8	<p>Match list A with List B:</p> <p>A. Shrivastava committee      1. Malaria Workers to look after FP work too</p> <p>B. Chadha Committee          2. Integration of health services</p> <p>C. Kartar Singh Committee    3. Led to the creation of Health guides</p> <p>D. Jungalwallh Committee    4. Led to the creation of MPW</p> <p>A. A3: B4: C1: D2 B. A3: B1: C4: D2 C. A2: B1: C4: D3 D. A2: B4: C1: D3</p>	B
9	<p>Elements of primary health care include all of the following except:</p> <p>A. An adequate supply of safe water and basic sanitation B. Providing essential drugs C. Sound referral system D. Health Education</p>	C
10	<p>All of the following are Pillars of primary health care except:</p> <p>A. Equitable distribution B. Community Participation C. Health Education D. Intersectoral Coordination</p>	C
11	<p>Alma Ata conference was held in:</p> <p>A. 1948 B. 1956 C. 1977 D. 1978</p>	D
12	<p>Health manpower indicated by which of the following:</p> <p>A. Doctor 1 per 3500 population B. ANM 1 per &gt; 1000 population C. Lab technician 1 per 10000 population D. Pharmacist 1 per 100000 population E. MPW</p>	C
13	<p>The population of 1000 is covered by:</p> <p>1. Anganwadi worker</p>	D

	<p>2. Health assistant 3. Trained Dai 4. Village health guide</p> <p>A. 1&amp;2 B. 2 C. 3 D. 3&amp;4</p>	
14	<p>Function of PHC are:</p> <p>A. Referral services B. Family planning &amp; referral services C. Basic laboratory services D. Collection and reporting to vital statistics E. All of the above</p>	E
15	<p>Which of the following is a new concept in Primary Health Care?</p> <p>A. Equitable distribution B. Community participation C. Qualitative inquiry D. Primary Health Care</p>	c
16	<p>All of the following are state responsibility for health except:</p> <p>A. Vital statistics B. Promotion of research through research centers &amp; their bodies C. Prevention of adulteration D. Prevention of communicable disease</p>	b
17	<p>Principles of Primary Health Care includes all except:</p> <p>A. Intersectoral coordination B. Appropriate technology C. Mainly coordinated by doctors D. Community participation</p>	c
18	<p>Which of the following is not the work of a female multipurpose health worker?</p> <p>A. Malaria surveillance B. Distribution of condoms C. Immunization <b>D. Dots activities</b></p>	a

19	With the following is at the sub-center level?  A. Zila Parishad B. Panchayat Samiti C. Gram panchayat D. Gram Sabha	C
20	Highest level of integration in health service is:  A. PHC B. Sub center C. CHC D. District hospital	D
21	Which of the following is true about female health workers?  A. Acts PHC level B. Covers a population of 5000 population C. Chlorinates well at regular intervals D. Make at least 3 postnatal visits for each delivery	B
22	Which of the following is not a work Anganwadi worker?  A. Immunization of children B. Non-formal preschool education C. Sanitation D. Health education	C
23	Most common operation done by an Ophthalmologist in a district hospital:  A. Phacoemulsification B. Trabeculectomy C. Bilateral lamellar tarsal rotation D. Dacryocystorhinostomy	A
24	Staff at PHC must include:  A. Radiographer B. Pharmacist C. Anesthetist D. Pediatrician	B
25	Functions of female health worker include:  A. Visit 4 sub-centers/month B. Collection of a blood sample C. Conduct 50% delivery	C

	D. Chlorination of water	
26	<p>Planning a new hospital starts with setting goals for the hospital, without which the organization cannot have a definite direction or focus. Which of the following areas is not considered by an organization while studying existing hospital facilities in an area?</p> <p>(a) Bed ratio (b) Hospital occupancy (c) Physical condition of facilities (d) Volume of services provided (e) Perception of patients</p>	E
27	<p>Centralization principle of management science has brought the existence of central sterile services department (CSSD) in large hospitals. The significance of CSSD is:</p> <p>(a) To bring advancement in medical science to provide betterment of humanity (b) To help the doctors to develop leadership qualities and human relationship abilities (c) To bring efficiency and economy in the centralization of sterilization of syringes activity in one location for use all over the hospital (d) To help nonmedical staff to learn administrative skills (e) To help medical professionals to develop management attitudes</p>	C
28	<p>There are various operational research models used in the areas of hospital and healthcare management. Which of the following models is used in the capital rationing of resources like budget allocation, transfer pricing, etc.?</p> <p>(a) Assignment model (b) Transportation model (c) Dynamic programming model (d) Sequencing model (e) Linear programming model.</p>	E
29	<p>All drugs are classified individually on the basis of A-B-C, X-Y-Z, H-M-L, V-E-D, F-M-S and G-O-F analysis. The set of these six classifications, to which every item belongs, is then defined as a new category in the multiple basis approach to selective inventory control (MBASIC) system called classification-combination. Apart from this classificationcombination, If nonmoving drugs (N) along with the drugs classified on the basis of value, unit price, consumption pattern and sources of supply are considered, the total number of possible classification combinations that can emerge is:</p> <p>(a) 27 (b) 81 (c) 243 (d) 729 (e) 810.</p>	E
30	<p>. A medical audit committee comprises professionals from different departments of a hospital. Which of the following may act only as an observer in committee meetings?</p> <p>(a) Heads of medical departments (b) Nursing superintendents</p>	E

	(c) Head of pathology (d) Director of medical services (e) Administrator	
31	A hospital is a vital organization and stands unique and incomparable to any other organization. Which of the following is considered important part of new hospital plan, not only for aesthetics and access, but also to utilize the potential to capture or avoid natural energy? (a) Provision for disasters (b) Functional requirements (c) Future expansion (d) Environmental impact analysis (e) Citing and orientation.	E
32	Which of the following is determined by calculating deaths after 24 hours of hospital admission? (a) Gross death rate (b) Random death rate (c) On-the-spot death rate (d) Net death rate (e) Chronic death rate.	D
33	Harrison suggested different methods of monitoring of medical audit. Which of the following method of monitoring is based on the primary idea of learning from mistakes? (a) Peer review (b) Sentinel cases (c) Criterion-based audit (d) Surveys (e) Comparison of the small groups in the same field.	A
34	Laboratory and diagnostic services are of paramount importance in a hospital because (a) The relationship formed at this stage go a long way in building overall image of the hospital (b) This stage forms the initial contact point between patient and the hospital (c) Any amount of effort expended at this stage is less, unless one can delight the patient (d) They properly receive the patients and brief them about the investigations (e) Their indirect interaction also has a definite bearing on the final outcome of the patients satisfaction	E
35	A hospital requires to check and understand the applicability of the standard clauses for the institution. In India, all the hospitals have been certified for (a) ISO 9000 (b) ISO 9001 (c) ISO 9002 (d) ISO 9003 (e) ISO 9004	C
36	The most serious problem facing global health now and in the future is: a. Nutrition b. Water	B

	<ul style="list-style-type: none"> <li>c. Oil</li> <li>d. Smoking</li> <li>e. Maternal/child health</li> </ul>	
37	<p>The leading cause of poor health globally is:</p> <ul style="list-style-type: none"> <li>a. Poverty</li> <li>b. Smoking</li> <li>c. Sanitation</li> <li>d. Cardiovascular disease</li> <li>e. Infectious diseases</li> </ul>	A
38	<p>The leading infectious disease killer globally in 2001 was:</p> <ul style="list-style-type: none"> <li>a. Respiratory diseases</li> <li>b. HIV/AIDS</li> <li>c. Diarrheal diseases</li> <li>d. Tuberculosis</li> <li>e. Malaria</li> </ul>	A
39	<p>Globally, the gap between have's and have not's over the last 50 years has:</p> <ul style="list-style-type: none"> <li>a. Decreased</li> <li>b. Increased</li> <li>c. Remained about the same</li> </ul>	B
40	<p>Which of the following is/are related to over-nutrition?</p> <ul style="list-style-type: none"> <li>a. Obesity</li> <li>b. Type 2 diabetes</li> <li>c. Cardiovascular diseases</li> <li>d. All of above</li> <li>e. Both a. and b. above</li> </ul>	D
41	<p>Vitamin D deficiency is widespread in both developing and developed nations:</p> <ul style="list-style-type: none"> <li>a. True</li> <li>b. False</li> </ul>	A
42	<p>Iodine deficiency:</p> <ul style="list-style-type: none"> <li>a. Occurs especially in areas close to the sea</li> <li>b. Is unlikely to be seen in mountainous areas</li> <li>c. Only results from the lack of iodine in drinking water</li> <li>d. Can result in permanent mental retardation</li> <li>e. All of the above</li> </ul>	D
43	<p>Which of the following deficiencies are best addressed with animal source foods?</p> <ul style="list-style-type: none"> <li>a. Iron</li> <li>b. Vitamin A</li> <li>c. Zinc</li> <li>d. All of the above</li> <li>e. a. and b. above</li> </ul>	D
44	<p>Developing countries are currently experiencing problems of excess calorie intake:</p> <ul style="list-style-type: none"> <li>a. True</li> <li>b. False</li> </ul>	A
45	<p>Research has shown that there is no association between childhood obesity and adult obesity:</p>	B

	a. True b. False	
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**Unit III:- Human Resource Management in Pharma and Healthcare Organization**

1	<p>What is human factor?</p> <p>(a) Micro and macro issues of socioeconomic factor.</p> <p>(b) Interrelated Physiological, Psychological and Socio-ethical aspects of human being.</p> <p>(c) The entire concept of human behaviour</p> <p>(d) None of the above</p>	B
2	<p>Job Analysis is a systematic procedure for securing and reporting information defining a _____.</p> <p>(a) specific job</p> <p>(b) specific product</p> <p>(c) specific service</p> <p>(d) all of these</p>	A
3	<p>What are the factors responsible for the growth of HRM?</p> <p>(a) Development of scientific management and awakened sense of social responsibility.</p> <p>(b) The problem of how the available human resource could effectively minimise the cost and maximise the production.</p> <p>(c) Technical factors, awakening amongst workers, attitude of the government, cultural and social system.</p> <p>(d) All the above.</p>	C
4	<p>Which among the followings describe the skills that are available within the company?</p> <p>(a) Human Resource inventory</p> <p>(b) HRIS</p>	A



	(c) Skills inventory (d) Management inventories	
5	Who has defined personnel management as a field of management which has to do with planning and controlling various operative functions of procuring, developing, maintaining and utilising labour force?  (a) Harold Koontz  (b) Glueck  (c) Michael Jucius  (d) Flippo	C
6	Resources and capabilities that serve as a source of competitive advantage for a firm over its rivals are called _____.  (a) core competency  (b) core competence  (c) competitive advantage  (d) competency	A
7	Human Resource planning is compulsory for _____.  (a) effective employee development programme  (b) base for recruitment  (c) base for selection policy  (d) all of these	D
8	Job analysis, HR planning, recruitment, selection, placement, inductions and internal mobility are few important functions which come under the heading of _____ of HRM.  (a) integration function	D

	<p>b) development</p> <p>(c) maintenance</p> <p>(d) procurement function</p>	
9	<p>Which of the following is a method of collection of information for job analysis?</p> <p>(a) Questionnaire method</p> <p>(b) Ratio analysis</p> <p>(c) Optimisation models</p> <p>(d) Trend analysis</p>	A
10	<p>_____ provides information on the human attributes in terms of education, skills, aptitudes, and experience necessary to perform a job effectively.</p> <p>(a) job description</p> <p>(b) job specification</p> <p>(c) job analysis</p> <p>(d) job evaluation</p>	B
11	<p>Job specification includes _____.</p> <p>(a) Physical characteristics</p> <p>(b) Psychological characteristics</p> <p>(c) Personal characteristics</p> <p>(d) all of these</p>	D
12	<p>TQM's major emphasis is on _____.</p> <p>(a) Product quality</p> <p>(b) Company profitability</p>	A

	(c) Customer delight (d) Employee training	
13	Ability to perform exceptionally well and increase the stock of targeted resources within the firm is called _____.  (a) productivity (b) efficient (c) effective (d) competency	D
14	What is the importance of controlling?  (a) Ensure that activities are in accordance with the terms of the plan. (b) An important mental process on the part of a manager (c) Power to influence people's behaviour (d) Process of regulating the activities.	A
15	What is a decision in management?  (a) Reaching at a proper conclusion after consideration. (b) A decision involves choosing of alternatives. (c) A decision is the outcome of a group of people or an individual. (d) None of the above.	A
16	An employee-working in a unit or plant who is a citizen of the country in which the unit or plant is located but where the unit or plant is operated by an organisation headquartered in another country _____.  (a) Home Country National (b) Host Country National	B

	(c) Third Country National (d) Host Country	
17	Quantitative Technique refers to-  (a) Models, simulation, resource allocation technique.  (b) Waiting line problems and the queuing theory  (c) Gaming and Game theory and Probability theory (d) All the above.	D
18	Staffing includes _____.  (a) workload estimation  (b) termination  (c) appointments of personnel, placement  (d) all of these	D
19	To calculate the need for manpower on the basis of the average loss of manpower due to leave, retirement, death, transfer, discharge, etc. is known as _____.  (a) work load analysis  (b) workforce analysis  (c) job analysis  (d) forecasting	B
20	The process of helping unwanted present employees find new jobs with other firms called _____.  (a) Outplacement  (b) Replacement	A

	(c) Placement  (d) Employment	
21	How can we understand the nature of human factor?  (a) Through determinants of human behaviour  (b) According to the behaviour of people at work  (c) The way the management influences an individual and a group.  (d) Through the study of human behaviour in organisation.	B
22	Trend analysis is a _____.  (a) Forecasting technique  (b) Skills inventory  (c) Job analysis technique  (d) Markov analysis	A
23	The factual statement of the duties and responsibilities of a specific job is known as _____.  (a) job description  (b) job specification  (c) job analysis  (d) job evaluation	A
24	Quality improvement is _____.	B

	<p>(a) a team effort</p> <p>(b) achieved by quality inspector</p> <p>(c) zero things gone wrong</p> <p>(d) tough job, and not possible</p>	
25	<p>An employee working in a unit or plant who is not a citizen of the country in which the unit or plant is located but is a citizen of the country in which the organisation is headquartered is called _____.</p> <p>(a) Home Country National</p> <p>(b) Host Country National</p> <p>(c) Third Country National</p> <p>(d) Host Country</p>	A
26	<p>The procedure in which relevant information relating to a job and its requirements is systematically discovered and noted is</p> <p>(a) job analysis</p> <p>(b) job specification</p> <p>(c) job classification</p> <p>(d) job evaluation</p>	A
27	<p>When an employee expresses organisationally desired emotions during interpersonal transactions, then it is known as _____.</p> <p>(a) emotional labour</p> <p>(b) displayed emotions</p>	A

	<p>(c) felt emotions</p> <p>(d) moods</p>	
28	<p>To calculate the number of persons required for various jobs with reference to a planned output is called _____.</p> <p>(a) work load analysis</p> <p>(b) workforce analysis</p> <p>(c) job analysis</p> <p>(d) forecasting</p>	A
29	<p>Which is a form of participative management?</p> <p>(a) information-sharing</p> <p>(b) associative participation</p> <p>(c) consultative participation</p> <p>(d) all of the above</p>	
30	<p>Leadership is the –</p> <p>a. ability to influence other people</p> <p>b. ability to create within people an urge to do</p> <p>c. ability to obtain willing co-operation of the followers</p> <p>d. All above</p> <p>e. Only (a) + (b)</p>	
31	<p>A team is evaluated on features like –</p> <p>a. Co-operation / confrontation avoiding / common objectives</p> <p>b. Openness of view and unwritten procedure systems</p> <p>c. Regular review / appropriate leadership</p>	



	<p>d. All above</p> <p>e. Both (b) + (c)</p>	
32	<p>Which of the following issues tends to be well disguised?</p> <p>a. Territorial</p> <p>b. Social</p> <p>c. Political</p> <p>d. Economical</p>	A
33	<p>What is mean by decision in management?</p> <p>a. To formulate a proper conclusion after considerations.</p> <p>b. A decision that looks out for the alternatives.</p> <p>c. A decision is the outcome of a group of people or an individual.</p> <p>d. All of the above.</p>	A
34	<p>Promotion is basically a reward for –</p> <p>a. Efficiency</p> <p>b. Seniority</p> <p>c. Physical fitness</p> <p>d. Retention</p>	A
35	<p>What is 360° appraisal?</p> <p>a. a process that provides an employee opportunity in decision making</p> <p>b. a process that provides an officer opportunity of feedback about own performance</p> <p>c. a process that provides an employee with feedback about his / her workplace performance</p> <p>d. Both (a) + (b)</p>	C
36	<p>Competency Mapping is possible through approaches like –</p> <p>a. Job analysis / workforce skills analysis / supply and demand analysis</p>	C

	<p>b. Job analysis / Gap analysis / solution analysis</p> <p>c. Gap analysis / solution analysis + (a)</p> <p>d. Both (a) + (b)</p>	
37	<p>Training method commonly used, for employee in banks is –</p> <p>a. On the job training</p> <p>b. Classroom Training</p> <p>c. Off the job training</p> <p>d. Vestibule Training</p>	B
38	<p>Training evaluation is measured by –</p> <p>a. Goal based / Goal free / Responsive</p> <p>b. Systems / professional review / quasi-legal</p> <p>c. Goal based / systems / responsive</p> <p>d. Both (a) + (b)</p>	D
39	<p>The process of perception is influenced by factors like –</p> <p>a. Our needs and wants</p> <p>b. Sensory inability</p> <p>c. Our stimuli</p> <p>d. All above</p>	D
40	<p>Discuss unfair management practices –</p> <p>a. Noncompliance with promotional and transfer policies</p> <p>b. Smooth handling of grievances</p>	A

	<p>c. Timely payment of wages / salaries</p> <p>d. Both (b) + (c)</p>	
41	<p>_____ refers to the attitudinal and behavioural characteristics of a group and is concerned with how groups form, their structure and process, and how they function,</p> <p>(a) Group dynamics</p> <p>(b) Organic structure</p> <p>(c) Functional Structure</p> <p>(d) Matrix organization</p>	A
42	<p>Performance Management System is –</p> <p>(a) A formal, structured system of measuring, evaluating job related behaviours &amp; outcomes to discover reasons of performance &amp; how to perform effectively in future so that the employee, organisation &amp; society all benefit</p> <p>(b) A process of looking both to the future &amp; to the past, in the context of the collective performance of all the employees in an organisation</p> <p>(c) The process of establishing goals, assessing employees &amp; implement the annual performance appraisal process</p> <p>(d) All of the above</p>	D
43	<p>Key Performance Indicators (KPI) is/are –</p> <p>(a) A specific, agreed measure of achievement within a KRA, which go on to make up the goals and objectives measured under the performance appraisal process.</p>	D

	<p>(b) objective, independent and standardized measures of performance not ratings or judgments of performance</p> <p>(c) specific, measurable, attainable, realistic &amp; time bound which help to determine how much the KRA's are met</p> <p>(d) All of the above</p>	
44	<p>Who is responsible to manage change?</p> <p>(a) Employees</p> <p>(b) Management</p> <p>(c) Executives</p> <p>(d) (b) &amp; (c)</p>	D
45	<p>Job Rotation can be defined as –</p> <p>(a) Lateral transfer of employees among a number of different positions and tasks within jobs which requires different skills and responsibilities</p> <p>(b) It helps to understand the different steps into creating a product or delivery</p> <p>(c) It permits individuals to gain experience in various phases of the business</p> <p>(d) All of the above</p>	D
46	<p>Define the subject matter of Training</p> <p>(a) Organisations need staff at all levels to be self-sufficient, resourceful, creative &amp; autonomous, but they face the challenge in instilling confidence, initiative &amp; problem solving capabilities</p>	D

	<p>(b) Performance &amp; capability are ultimately dependent on people's attitude and emotional maturity. Helping them to achieve on a personal level provides a platform for trust and emotional contracting with the organisation</p> <p>(c) When people develop confidence, integrity &amp; more knowledge, they automatically become proactive, solution-focused, responsive which has implications across a whole team with multiplying effect</p> <p>(d) All of the above</p>	
47	<p>_____ consists of the learning opportunities designed to help employees to grow.</p> <p>(a) Training</p> <p>(b) Development</p> <p>(c) Banking operations</p> <p>(d) None of the above</p>	
48	<p>ROI Stands for —</p> <p>(a) Return on Insurance</p> <p>(b) Return on Investment</p> <p>(c) Rate on Insurance</p> <p>(d) Risk on Insurance</p>	B
49	<p>Line Management is —</p> <p>(a) Hierarchical chain of command from executive to front-line level in which top management has direct authority</p>	C

	<p>(b) Organised along cross-functional lines, such as employee development or strategic direction</p> <p>(c) Both of (a) and (b)</p> <p>(d) None of the above</p>	
50	<p>Selection is-</p> <p>(a) A process of picking up individuals with requisite qualifications &amp; competence to fill jobs in the organisation</p> <p>(b) A process of differentiating between applicants in order to identify &amp; hire those with a greater likelihood of success in a job</p> <p>(c) Both (a) and (b)</p> <p>(d) None of the above</p>	C

### **Unit 4 Pharma and Healthcare marketing**

1	<p>Percentage or number of customers who move from one level to next level in buying decision process is called</p> <p>A. conversion rates</p> <p>B. marketing rates</p> <p>C. shopping rates</p> <p>D. loyalty rates</p>	a
2	<p>Customized products and services for customers and interaction to individual customers are part of</p> <p>A. retailers management</p> <p>B. customer relationship management</p> <p>C. company relationship management</p>	B

	D. supplier management	
3	<p>Company's 'customer relationship capital' is another name of</p> <p>A. satisfied customers</p> <p>B. dissatisfied customers</p> <p>C. customer retention</p> <p>D. customer conversion</p>	A
4	<p>Company's monetary, time and energy cost, all are included in</p> <p>A. total customer cost</p> <p>B. psychological cost</p> <p>C. personal benefits</p> <p>D. image benefits</p>	A
5	<p>A person or company that yields a revenue more than incurred costs of selling and serving is called</p> <p>A. dissatisfaction</p> <p>B. superior value</p> <p>C. profitable customers</p> <p>D. satisfied customers</p>	C
6	<p>Customers lifetime purchases that generate net present value of future profit streams is called</p> <p>A. customer lifetime value</p> <p>B. customer purchases value</p> <p>C. customer cost incurred</p>	A



	D. customer relationships	
7	<p>'total customer benefits' includes</p> <p>A. product benefits</p> <p>B. services benefit</p> <p>C. image benefit</p> <p>D. all of above</p>	D
8	<p>Programs designed for customers which is limited to any affinity group are classified as</p> <p>A. club membership programs</p> <p>B. royalty programs</p> <p>C. loyalty programs</p> <p>D. group membership programs</p>	C
9	<p>First step in analysis of customer value is to</p> <p>A. identify customers value attributes</p> <p>B. assessing attributes importance</p> <p>C. assessing company's performance</p> <p>D. assessing competitors performance</p>	A
10	<p>Difference between customers evaluation including all costs incurred and benefits is called</p> <p>A. customer perceived value</p> <p>B. company market value</p> <p>C. customer affordability</p>	A

	D. customer reliability	
11	<p>Process of building, organizing and using databases of customers to build customer relationship is classified as</p> <p>A. database marketing</p> <p>B. customer database</p> <p>C. detailed database</p> <p>D. company database</p>	A
12	<p>Perceived monetary value of all benefits which customers expect from a given product because of brand image is called</p> <p>A. total customer benefit</p> <p>B. total customer cost</p> <p>C. total economic cost</p> <p>D. total functional cost</p>	A
13	<p>System includes all experiences while using market offering is classified as</p> <p>A. customer proposition</p> <p>B. value delivery system</p> <p>C. product proposition</p> <p>D. distinctive proposition</p>	B
14	<p>Number of customers or potential customers who will help in company's growth is classified as</p> <p>A. customer base</p> <p>B. retailer base</p> <p>C. distributors base</p>	A

	D. marketers base	
15	Any occasion on which brand or product is encountered by end customers is called  A. customer touch point  B. company touch point  C. retailers touch point  D. relationship touch point	A
16	Technique which tries to identify real cost of serving an individual customer is called  A. activity based accounting  B. cost based accounting  C. price based accounting  D. turnover based accounting	A
17	Customer Relationship Management is about  A. acquiring the right customer  B. instituting the best processes  C. motivating employees  D. all of the above	D
18	CRM technology can help in  A. designing direct marketing efforts  B. developing new pricing models  C. processing transactions faster  D. all of the above	D

19	<p>A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.</p> <p>A. customer database</p> <p>B. customer mailing list</p> <p>C. business database</p> <p>D. none of the above</p>	A
20	<p>_____uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.</p> <p>A. data mining</p> <p>B. data survey</p> <p>C. crm</p> <p>D. none of the above</p>	A
21	<p>The main drawback of CRM is</p> <p>A. implementing crm before creating a customer strategy</p> <p>B. rolling out crm before changing the organization to match</p> <p>C. stalking, not wooing, customers</p> <p>D. all of the above</p>	D
22	<p>The marketing messages committed to customers wishes is a part of</p> <p>A. permission marketing</p> <p>B. activity marketing</p> <p>C. supplier marketing</p> <p>D. none of the above</p>	A

23	<p>The method used to assess real cost of providing services to an individual customer is</p> <p>A. cost based accounting</p> <p>B. activity based accounting</p> <p>C. turnover based accounting</p> <p>D. price based accounting</p>	B
24	<p>_____ is any occasion on which the brand or product is used by end customers.</p> <p>A. customer touch point</p> <p>B. retailers touch point</p> <p>C. company touch point</p> <p>D. none of the above</p>	A
25	<p>_____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.</p> <p>A. consumer behavior</p> <p>B. product cycle</p> <p>C. purchase behavior</p> <p>D. none of the above</p>	A
26	<p>A consumer buying behavior is influenced by</p> <p>A. cultural and social factors</p> <p>B. personal factors</p> <p>C. both a and b</p> <p>D. none of the above.</p>	C

27	<p>_____ exerts the broadest and deepest influence on buying behavior.</p> <p>A. social factors</p> <p>B. international factors</p> <p>C. personal factors</p> <p>D. cultural factors</p>	D
28	<p>_____ is the fundamental determinant of a person's wants and behavior.</p> <p>A. culture</p> <p>B. attitude</p> <p>C. value</p> <p>D. none of the above</p>	A
29	<p>Indian marketers use a term called socioeconomic classification, which is based on the _____ of chief wage earner.</p> <p>A. education</p> <p>B. occupation</p> <p>C. both a and b</p> <p>D. none of the above</p>	C
30	<p>Socioeconomic system classifies urban households into _____ broad categories.</p> <p>A. 4</p> <p>B. 8</p> <p>C. 6</p> <p>D. none of the above</p>	B

31	<p>For the rural areas, the socioeconomic system use _____ of the chief wage earner.</p> <p>A. occupation and type of home</p> <p>B. education and occupation</p> <p>C. education and type of home</p> <p>D. none of the above</p>	A
32	<p>Socioeconomic system classifies rural households into _____ broad categories.</p> <p>A. 8</p> <p>B. 6</p> <p>C. 4</p> <p>D. none of the above</p>	C
33	<p>Social class is indicated by _____ variables.</p> <p>A. single</p> <p>B. several</p> <p>C. none</p> <p>D. none of the above</p>	B
34	<p>A person's _____ are all the groups that have a direct or indirect influence on their attitudes or behavior.</p> <p>A. inspirational groups</p> <p>B. reference groups</p> <p>C. dissociative groups</p> <p>D. none of the above</p>	B



35	<p>Process of manage information about customers to maximize loyalty is said to be</p> <p>A. company relationship management</p> <p>B. supplier management</p> <p>C. retailers management</p> <p>D. customer relationship management</p>	D
36	<p>In buyer decision process, percentage of potential customers in a given target market is called</p> <p>A. customer funnel</p> <p>B. company funnel</p> <p>C. marketing funnel</p> <p>D. retailers funnel</p>	C
37	<p>Aggregate value of customer's base is classified as</p> <p>A. shareholder value</p> <p>B. base value</p> <p>C. retention value</p> <p>D. marketers base value</p>	A
38	<p>Record which is based on business customers past purchases, sales price and volumes is classified as</p> <p>A. business database</p> <p>B. customer database</p> <p>C. databases marketing</p> <p>D. company marketing</p>	A

39	Whole cluster of benefits when company promises to deliver through its market offering is called  A. value proposition  B. customer proposition  C. product proposition  D. brand proposition	A
40	Third step in customer's value analysis  A. assessing attributes importance  B. assessing company's performance  C. monitoring competitors performance  D. both b and c	D
41	All costs customer expects to incur to buy any market offering is called  A. total economic cost  B. total functional cost  C. total customer cost D. total functional cost	C
42	Which of the following is the dimension of product mix ? a) Product mix width b) Product mix length c) <b>Product mix depth</b> d) All of these.	C

### **Unit V Modern Pharma and Healthcare models**

1	The example of Physical evidence in hospital is a) Doctor b) Manager c) Package d) None of these.	D
2	In which stage of Product Life Cycle, is the profit maximum ? a) Maturity b) Growth c) Introduction d) None of these.	A
3	Hospital is basically a a) Product based industry b) Service based industry c) Idea based industry d) None of these.	B

4	Government hospitals are basically engaged with a) Corporate marketing b) Commercial marketing c) Social marketing d) All of these.	C
5	Which of the following is the external Pricing Factor ? a) Costs b) Economy c) Marketing Objective d) None of these.	B
6	When the customer is aware and willing to buy the product at higher prices, which pricing strategy is appropriate ? a) Penetrating Pricing Strategy b) Skimming Pricing Strategy c) Going Rate Pricing Strategy d) Sealed Bid Pricing Strategy.	B
7	Which of the following is the dimension of product mix ? a) Product mix width b) Product mix length c) Product mix depth d) All of these	C
8	New Product means a) repositioning of existing product b) offering existing product at low prices c) making improvement of the existing product d) all of these.	D
9	Which of the following is the external Pricing Factor ? a) Costs b) Economy c) Marketing Objective d) None of these.	B
10	Sample distribution, Cash refund, Discount are tools for a) Sales Promotion b) Personal Selling c) Advertising d) All of these.	A
11	Which of the following is not the element of 4P's of Marketing ? a) Product b) Promotion c) Place d) Person.	D
12	Demand of the customer means a) Need, directed to a specific object b) Need, backed by the ability to pay c) Want, directed to a specific object d) Want, backed by the ability to pay.	D
13	Maturity is the ..... stage of PLC. a) 2nd b) 3rd c) 4th d) initial	B
14	Consumer buying behaviour is affected by various factors that determine the product and brand preferences of consumers. Which of the following factors does not exert a significant influence on consumer buying behaviour ? a) Culture influence on consumers b) Social influence on consumers c) Geographical location of producers d) Psychological factors.	C
15	Evaluating data is the last step in the marketing research process. Identify the correct sequence of steps	A

	involved in this step a) editing data, coding data, tabulating data, preparing research report b) coding data, editing data, tabulating data c) coding data, tabulating data, preparing research report	
16	Which type of distribution involves a manufacturer selling directly to the final consumer ? a) Three level channel b) Two level channel c) One level channel d) Zero level channel	D
17	The first step of selling process is a) Approach b) Presentation c) Prospecting d) Demonstration	C
18	In which stage of product life cycle profit is the maximum? a) Maturity b) Growth c) Introduction d) None of these	A
19	in ____ consumer may share a strong need that cannot be satisfied by an existing product? a) Negative demand b) Latent demand c) Declining demand d) Irregular demand	B
20	For a hospital which one of the promotion methods is dominant ? a) advertising b) Public relation c) Sales promotion d) direct marketing	B
21	Many countries have ____ industries to create greater competition and growth opportunities a) Open market b) Deregulated c) Regulated d) Scientifically segmented	A
22	for hospitals promotion primary customers are a) Doctors b) Wholesellers c) Retailers d) Dealers	A
23	Who is not designated as trader? a) Distributor b) Wholesaler c) Retailer d) Agent	D
24	Consumer buying behaviour is affected by various factors that determine the product and brand preferences of consumers. Which of the following factors does not exert a significant influence on	C

	consumer buying behaviour. a) Cultural influence on consumers b) Social influence c) Geographical location of producers d) Psychological factors.	
25	Market segmentation helps in identifying a) Sales people b) Board of directors c) Shareholders d) Target customers	D
26	Which of the following is not an external factor affecting pricing? a) Market demand b) Manufacturing costs c) Competitor's prices and offers d) Economic conditions	B
27	The physical evidence in case of a hospital would include a) Location b) Maintenance of patient records c) The cost of bed occupancy d) Doctors and nurses	B
28	Which one of the following is not applicable for services? a) Intangible b) Perishable c) Inseparable from servicemen d) Homogeneous in nature	D
29	Product means a) Goods b) Services c) Concepts/ ideas d) All	D
30	During the introduction stage of product life cycle , the profit is a) Positive b) Negative c) Rising d) Declining	B
31	Sample distribution, cash refund, discount are tools for a) Sales promotion b) Personal selling c) Advertising d) Public relations	A
32	Demand of the customer means a) Need, directed to a specific object b) Need, backed by the ability to pay c) Want, directed to a specific object d) Want, backed by ability to pay	B
33	Prior to the standardization of pharmaceutical care, many preventable hospitalizations and deaths were caused by which of the following?	B

	<p>A. acute infections B. adverse drug reactions C. chronic infections D. iatrogenic injuries E. nosocomial infections</p>	
34	<p>Which of the following statements regarding pharmaceutical care is false?</p> <p>A. patient-centered B. reduces morbidity and mortality C. collaborative D. patient takes responsibility for the outcomes of therapy E. none of the above</p>	D
35	<p>According to Hepler &amp; Strand, the three overarching responsibilities of a pharmacist practicing pharmaceutical care is to identify, resolve, and prevent which of the following?</p> <p>A. health insurance issues B. diseases C. malpractice D. drug related problems E. legal obstacles to health care access</p>	D
36	<p>a pharmacist's duty according to Hepler &amp; Strand's model of pharmaceutical care entails simply filling a prescription</p> <p>a. True b. False</p>	B
37	<p>A pharmacist notices that his patient's prescription for lovastatin is unusually low and worries that this low dosage may not be adequate enough to treat the patient's condition. Into which category of drug therapy problems would this situation fall?</p> <p>A. adherence &amp; convenience B. safety C. indication (appropriateness) D. monitoring E. effectiveness</p>	E
38	<p>What does ISEC stand for?</p> <p>A. inoculation, safety, effectiveness, care B. indication, safety, effectiveness, contraindication C. indication, safety, effectiveness, convenience D. intravenous, saline, equilibrium, constant</p>	C
39	<p>Out of the eight drug-related problem categories, which is the only one that can solely be reviewed and addressed by a pharmacist?</p> <p>A. unnecessary medication B. additional medication needed C. medication dosage too low</p>	D

	D. poor medication adherence	
40	<p><b>Which of the following are the applications of 3D-printing technology related to health?</b></p> <p>(i) Printing Skin (ii) Patching a broken heart (iii) In Blood vessels and heart tissues (iv) Studying Cancer</p> <p><b>Correct Options are:</b></p> <p>A. (i) and (ii) B. (iii) and (iv) C. (i), (iii) and (iv) D. All of the above</p>	D
41	<p><b>What is Optogenetics technology?</b></p> <p>A. It is a technology applied on spinal cord. B. A technology for nerves. C. A technology in which a single neuron is targeted in the brain of a mouse by turning on a light. D. A technology in which rabbit neuron is targeted in the brain and there is no connection with light.</p>	C
42	<p><b>Choose the correct options related to Digestible sensors:</b></p> <p>(i) Digestion process in human being (ii) Digestible sensors monitor your bodily systems and wirelessly transmit what is happening in your body. (iii) It detects diseases and provides information to the doctor. (iv) It helps in the digestion and excretion process in human.</p> <p><b>Correct Options are:</b></p> <p>A. Only (i) B. Only (ii) C. (ii) and (iii) D. (i) and (iv)</p>	C
43	<p><b>Artificial Retinas technology is related to:</b></p> <p>A. Mouth B. Eye C. Brain D. Kidney</p>	B
44	<p><b>Lightbulbs technology in hospitals is used as:</b></p> <p>A. Disinfect and kill bacteria B. A source of light to do surgeries C. Is a medicine given to patient before going for a surgery. D. Technology to provide oxygen to the patient.</p>	A
45	<p><b>What is mHealth?</b></p> <p>A. Mobile healthcare device B. To check health issues related to Respiration. C. To provide healthy tips at your doorsteps. D. None of the above</p>	A
46	<p><b>What is self-service kiosks technology?</b></p> <p>A. It is a worldwide home monitoring system.</p>	C



	<p>B. For doing instant messages related to health used in various hospitals.</p> <p>C. It is a technology used in hospital registration.</p> <p>D. None of the above.</p>	
47	<p>Medicaid and Medicare differ in that:</p> <p>a. Medicare is means tested, but Medicaid is not.</p> <p>b. Medicaid is funded by a federal tax on wages, but Medicare is funded by the general tax revenues of state and federal governments.</p> <p>c. to be eligible for Medicaid, families have to have low income, but there is no means test for Medicare.</p> <p>d. Medicaid is meant only for retirees, but Medicare is meant for people of all ages.</p>	C
48	<p>What do physicians' sovereignty and third-party payment have in common?</p> <p>a. They both lead to greater efficiency in U.S. health care.</p> <p>b. They both increase the supply of health care.</p> <p>c. They both increase the demand for health care.</p> <p>d. They both lead to an underallocation of resources to health care.</p>	C
49	<p>Which of the industrialized countries mentioned in the text has the highest life expectancy?</p> <p>a. the United States.</p> <p>b. Japan.</p> <p>c. Canada.</p> <p>d. Portugal</p>	B
50	<p>Having access to tests, labs, surgery, and x-ray results is important because it helps staff to avoid delays and costs associated with re-testing.</p> <p>True</p> <p>False</p>	A
51	<p>Which group pays a portion of a client's medical costs?</p> <p>Healthcare Provider</p> <p>Healthcare Facility</p> <p>Insurance Carrier</p> <p>Pharmacy</p>	C
52	<p>HIT is the application of technology in the healthcare industry for the purpose of storing, retrieving, and sharing healthcare information.</p> <p>True</p> <p>False</p>	A