

Post Graduate Diploma in Management (Hospital & Health Management)**PGDM – 2024-2026 Batch****2nd Year – 4th Semester End Examination****Subject & Code : Digital Enterprise Planning (DEP)-HIT 718****Reg. No.:****Semester & Batch : IV, 2024-2026****Date : 27-02-2026****Time & Duration : 10:30 A.M.-01:30 P.M. (3 Hrs.)****Max. Marks : 70****Instructions:**

- Budget your time as per the marks given for each question and write your answer accordingly.
- Don't write anything on the Question Paper except writing your Registration No.
- Mobile Phones are not allowed even for computations.

Part A: Q.1 to Q.10 all questions are compulsory (10 X 2 Marks = 20 Marks)**One liner, MCQs, True/False**

Q1. What is a "User Persona" in the context of digital health intervention design?

- A) A famous actor in a health advertisement
- B) A fictional character representing a user type that might use a product or service
- C) The legal identity of a patient
- D) A doctor's professional profile

Q2. What is "Interoperability" ?

- A) The ability of different information systems and devices to access, exchange, and use data
- B) The ability to operate medical equipment without training
- C) A surgical procedure
- D) A type of hospital management

Q3. What is Enterprise Architecture in the context of digital health?

- A) The physical layout of a hospital building
- B) A structured framework for aligning IT systems with business goals and processes
- C) A type of health insurance
- D) A software programming language

Q4. Who is considered a key actor in the health system?

- A) Only doctors
- B) Only patients
- C) Patients, healthcare providers, payers, and policymakers
- D) Only hospital administrators

Q5. What is the purpose of a Maturity Model ?

- A) To measure the age of health workers
- B) To assess the evolution and capability of digital health systems over time
- C) To calculate the cost of healthcare
- D) To rank patients by their health status

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Q6. What is a "bottleneck" in a health system?

- A) A point in the process where flow is obstructed, causing delays
- B) A narrow passage in a hospital corridor
- C) A type of medical equipment
- D) A new digital health application

Q7. What is OpenHIE?

- A) A proprietary software sold by a single company
- B) An open-source framework and community for health information exchange
- C) A type of hospital architecture
- D) A health data privacy law

Q8. What is a "Point of Service Application" in digital health?

- A) A mobile money transfer service
- B) A regulatory compliance checklist
- C) A national patient database
- D) Software used at the location where care is delivered

Q9. In the context of digital health stakeholders, who are "payers"?

- A) Patients who pay out-of-pocket for services
- B) Software vendors who sell digital health products
- C) Entities that finance healthcare services (e.g., government, insurance companies, donors)
- D) Hospital cashiers

Q10. What is the role of the "Enabling Environment" in digital health?

- A) The governance structures that support digital health implementation
- B) The physical IT infrastructure of a hospital building
- C) The weather conditions affecting internet connectivity
- D) The availability of computers in health facilities

Part B: Q.11 to Q.15 attempt any four questions (4 X 5 Marks = 20 Marks) - Short Notes

Q11. Explain the concept of "Global Goods" in digital health. Provide examples of what they might include.

Q12. Describe the OpenHIE architecture and its key components (e.g., Facility Registry, Health Worker Registry, Shared Health Record).

Q13. What is the Global Digital Health Monitor? Explain the "Path to Maturity" for digital health systems.

Q14. Explain the impact of DFS on achieving Sustainable Development Goals (SDGs).

Q15. Discuss the purpose and importance of a National Digital Health Strategy.

Part C: Q.16 to Q.19 attempt any three questions (3 X 10 Marks = 30 Marks) - Long Notes

Q16. A government plans to digitize its health system, including introducing digital payments to incentivize community health workers and reduce patient transportation costs.

- (a) Explain how Digital Financial Services (DFS) would fit into the national health enterprise architecture.
 - (b) What are the key enabling environment factors (regulatory, infrastructure) that must be assessed before implementing DFS?
 - (c) Discuss the procurement method you would recommend for selecting a DFS provider and why.
- Q17. A rural district in a low-income country faces high maternal mortality rates. Pregnant women often miss critical antenatal care appointments due to distance and lack of reminders. The health facilities have paper registers that are often incomplete.
- (a) Analyze the health system challenge, bottlenecks, and pain points in this scenario.
 - (b) Propose an appropriate digital health intervention to address the problem.
 - (c) Explain how this intervention would support at least two of the WHO's Seven Building Blocks.
- Q18. Describe India's National Digital Health blue print.
- Q19. Describe India's Digital Ecosystem Architecture 2.0 in terms of principles, architecture patterns and implementation framework.