

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (HCM) Fourth Trimester (Batch 2018-2020)

Subject: Business Development in Healthcare
(End Term examination)

Marks : 25

Time 2 Hours

Date ; 24th Sept, 2019

Q1. Answer the following
Marks)

(10

- a. What is FastWorks? When is it useful to deploy it? What are its key steps?
- b. Name and explain any four typical sources of uncertainty in new product development and launch process.
- c. Name and explain any two key conversational techniques which can be used for effective discovery of customer needs for a new product development.
- d. What is an MVP? Name and explain any two MVP techniques typically used in a new healthcare product development context.
- e. What are Learning Metrics and why is it important to have them? Name any two Learning Metrics you would use within the first 30 days of the launch of a new product, to assess the direction of commercialization outcomes.

Q2. Answer in Detail (draw diagram where relevant)
Marks)

(15

- a. What do you understand by ‘LoFA’? Explain in detail. State its importance with examples, using the context of a new healthcare product introduction.
- b. Explain the tool “Customer Job to be Done”. Give an example from healthcare to show how this can be used in a new product or new service introduction.
- c. In what business context would you recommend the use of ‘Business Model Canvas’? Further, draw out a Business Model Canvas of a full-fledged healthcare diagnostic center that is about to open-up soon in a state capital in India, equipped with latest high-end CT, MRI, PET-CT, Ultrasound and Digital X-Ray in it.

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