

Trim: Jan – Mar 24		
Maximum Marks: 25	Examination: ETE Exam	Date: 02-04-24
Duration: 1.5 hrs		
Programme code: 06	Class: SY	Semester/Trimester: VI
Programme: MBA HCM		
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center:	
Course Code: 117P06C608	Name of the Course: Alternative Medicines	
Instructions: 1. Question 1 is compulsory. 2. Attempt any 3 Questions from rest of the questions.		

Question No.		Max. Marks
1	What is alternative and complementary medicine? Explain in detail the classification of alternative medicine with examples? <p style="text-align: center;">Or</p> Draft a business plan to establish a new Naturopathy center in second tier city.	10
2	Explain in Brief AYUSH?	5
3	Discuss the various marketing practices by 'Patanjali' as an organisation.	5
4	What are the various challenges faced by CAM in general ?	5
5	Explain "online" business opportunities in the field of yoga.	5
6	Explain the Tridoshas along with their Panch Mahabhoota constitution.	5
7	Enumerate the seven Dhatus Or tissues according to Ayurveda. What are the causes of diseases and mention different types of diseases according to Ayurveda Principles .	5
8	What are the various challenges faced by Ayurveda Practitioners and Ayurveda Pharmaceutical companies ?	5
9	Explain the common myths regarding Ayurveda science in the society and describe the different branches of Ayurveda.	5