Trimester: Sept – Dec 24		
Examination: End Term Examination		
Program code: 06 **Program: MBA HCM**	**Class:** SY	**Trimester:** V
Name of the Constituent College: **K. J. Somaiya Institute of Management**	**Name of the department/Section/Center:** **Emerging Technology**	
Course Code: 117P06C508	**Name of the Course: Emerging Technologies in Healthcare**	

Maximum Marks: 25   **Date: 14 January 2024**

Notes:

1. All questions carry equal marks,
2. Be specific when it comes to definition.
3. You can attempt any 5 from following

Question No.		Max. Marks
Q1	What are the paradigm shifts from care management to health management? How are emerging technologies driving this transformation?	5
Q2	What are the key drivers for adapting emerging technologies in healthcare? What are the current challenges in increasing their adoption in practice? Highlight the differences between urban and rural markets.	5
Q3	What is Artificial Intelligence (AI)? Explain its role in healthcare and describe its applications. Provide a detailed example of AI in diagnosing retinopathy and outline the benefits for patients.	5
Q4	What are Augmented Reality (AR) and Virtual Reality (VR)? Discuss the key differences between AR and VR, and list various applications (segments) of these technologies in healthcare.	5
Q5	How are wearable devices transforming the healthcare market? Which technology is used by Libre / Dexcom for tracking glucose levels? Discuss the challenges associated with their adoption.	5
Q6	Which emerging technology is used by Epigeneres? How is this technology and the test useful in diagnosis and treatment of Cancer patients?	5
Q7	Provide a detailed example of a brand using AR or VR in healthcare. Explain its application and discuss the segmentation strategy used for the same.	5
Q8	What is 3D printing? What are its applications in healthcare? Provide a case study showcasing the impact of 3D printing in the sector.	5
Q9	Describe the role of robotics in healthcare. Provide an example of surgical robotics and explain its significance in detail	5