



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

**SUBJECT: Regulatory Environment for Drugs PAPER NO: 653/23/M01
and Devices**

DURATION: 3 hours

MAY/JUNE 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five (5) questions

This paper consists of 2 printed pages.



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PAPER NO: 653/23/M01-REGULATORY ENVIRONMENT FOR DRUGS AND DEVICES

QUESTION 1

Describe an overview of the Regulatory Environment in Zimbabwe for Medicines. (20 marks)

QUESTION 2

- a) Explain the importance of medicine regulation in Zimbabwe. (10 marks)
- b) Explain the importance of advertisement and promotion of medicines and medical devices. (6 marks)
- c) State examples of medicine and medical devices regulations. (4 marks)

/ QUESTION 3

Discuss the role of medicine and medical device regulators. (20 marks)

/ QUESTION 4

Give details of the following:

- a) Drug approval process. (10 marks)
- b) Clinical trials oversight. (5 marks)
- c) Pharmacovigilance and post market surveillance. (5 marks)

QUESTION 5

Referring to regulation of medicines and medical devices, explain the following:

- a) Medical device regulation in Zimbabwe. (4 marks)
- b) New drug application. (6 marks)
- c) Generic medicines. (10 marks)

/ QUESTION 6

Discuss the history of medicine regulations. (20 marks)

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**HIGHER EDUCATION EXAMINATIONS COUNCIL
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NATIONAL DIPLOMA

IN

MEDICAL SALES

**MODULE: Health Care Operations
Management**

PAPER NO: 660/23/M03

DURATION: 3 Hours

MAY/JUNE 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries twenty (20 marks).**

This paper consists of 4 printed pages.

PAPER NO: 660/23/M03 – HEALTHCARE OPERATIONS MANAGEMENT

QUESTION 1

- a) List any five (5) common healthcare services. (5 marks)
- b) Explain the role of budgeting and forecasting healthcare operations. (6 marks)
- c) Explain how you can apply operations management to eradicate errors in medications. (5 marks)
- d) List any four (4) signs of inefficiencies in a healthcare supply chain. (4 marks)

QUESTION 2

- a) i) Explain any five (5) main functions of operations management. (10marks)
- b) Define the following terms:
 - i) Reverse logistics (2 marks)
 - ii) Location planning (2 marks)
 - iii) Inventory management (2 marks)
- c) Explain any four (4) types of systems designing in healthcare. (4 marks)

QUESTION 3

Carry out operational planning for your own imaginary healthcare facility by:

- i) Setting operational goals. (5 marks)
- ii) Identifying tasks usually performed under healthcare operations (7 marks)
- iii) Listing resources and time frames needed to accomplish those tasks. (8 marks)

QUESTION 4

- a) Detail how to tackle the challenges of financial consolidation in healthcare. (8 marks)
- b) Explain any six (6) aims of providing quality healthcare. (6 marks)
- c) Distinguish between quality assurance and quality control in healthcare. (6 marks)

QUESTION 5

- a) Detail the health care supply chain landscape. (10 marks)
- b) Explain how to improve efficiency in healthcare supply chains. (6 marks)
- c) List any four (4) main challenges in health care supply chains. (4 marks)

QUESTION 6

- a) Explain the key performance indicators in healthcare quality assurance. (8 marks)
- b) Describe a health care supply chain. (3 marks)
- c) Highlight the steps in achieving operational excellence. (9 marks)

QUESTION 7

- a)
 - i) Expand on the benefits of decision making analytics in healthcare. (8marks)
 - ii) Explain how to apply decision analytics in staffing and scheduling. (4 marks)
 - iii) Detail re-engineering. (4 marks)
- b) What is total Quality Management? (2 marks)

QUESTION 8

- a) Determine a workflow of key operations processes at a hospital. (10 marks)
- b) List five (5) common healthcare services. (5 marks)
- c) Discuss e-health. (5 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

MODULE: Digital Marketing

PAPER NO: 653/21/S06

DURATION: 3 Hours

NOVEMBER / DECEMBER 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five (5) questions.

This paper consists of 3 printed pages.

QUESTION 1

- a) Define Digital Marketing. (5 marks)
- b) Describe SEO (Search Engine Optimisation). (5 marks)
- c) List any ten (10) benefits of Digital Marketing. (10 marks) ✓

QUESTION 2

- a) Define Social Media management. (2 marks)
- b) Explain the benefits of Social Media management for an organisation. (10 marks)
- c) Define empowerment marketing. (2 marks)
- d) List any six (6) types of Social Media hacks. (6 marks)

QUESTION 3

- a) Outline the importance of Social Media calendar. (5 marks)
- b) Explain the steps you can take to create a Social Media calendar. (15 marks) ✓

QUESTION 4

- a) Define Media Buying. (2 marks)
- b) Outline the importance of Media Buying. (6 marks)
- c) Discuss the challenges of Media Buying. (8 marks) ✓
- d) State four (4) factors to consider when buying media. (4 marks)

QUESTION 5

- a) Explain the AIDA strategy. (8 marks) ✓
- b) List and explain any six (6) email marketing metrics. (12 marks)

QUESTION 6

- a) Identify ways of using google analytics to evaluate your audience. (6 marks)
- b) Discuss on how you can evaluate users conversions to your goals. (14 marks)

QUESTION 7

- a) Name any five (5) google AdWords ad extensions. (5 marks)
- b) Differentiate Branding from Direct Marketing. (8 marks)
- c) Outline the activities used to promote Digital Marketing. (7 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: Project Management

PAPER NO: 653/21/S07

DURATION: 3 hours

NOVEMBER/DECEMBER 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Section A: Answer all questions.**
- 2. Section B: Answer any two (2) questions.**

This paper consists of 3 printed pages.



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PAPER NO: 653/21/S07 - PROJECT MANAGEMENT

SECTION A

Answer all questions.

(40 marks)

QUESTION 1

- a) Project (2 marks)
- b) Gantt chart (2 marks)
- c) Project Manager (2 marks)
- d) Project scope (2 marks)
- e) Milestones (2 marks)

QUESTION 2

Explain the following Project Management terms:

- a) Agile project
- b) Work-breakdown structure (WBS) (10 marks)

QUESTION 3

Describe the project cycle? (20 marks)

SECTION B

Answer any two questions.

(60 marks)

QUESTION 4

Explain in detail the concept project management. (30 marks)

QUESTION 5

List five (5) personal attributes/qualities of a project manager and give an explanation. (30 marks)

PAUER NO. 653/21/597 - PROJECT MANAGEMENT

QUESTION 6

With the aid of a clearly labelled diagram discuss the triangle of constraints.
(30 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

**MODULE: Regulatory Environment for Drugs
and Devices**

PAPER NO: 653/21/S05

DURATION: 3 Hours

NOVEMBER / DECEMBER 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer all questions.

This paper consists of 2 printed pages.

PAPER NO: 653/21/S05 – REGULATORY ENVIRONMENT FOR DRUGS AND DEVICES

QUESTION 1

With relevant examples discuss medicine advertisement and promotional activities in Zimbabwe. (20 marks)

QUESTION 2

Write brief notes on the following,

- a) History of medicine regulation (10 marks)
- b) Global harmonization of regulation (5 marks)
- c) Compassionate use (5 marks)

QUESTION 3

Give the general characteristics or features of registered medicinal product. (20 marks)

QUESTION 4

About pharmaceuticals life cycle write brief notes on the following,

- a) Research and discovery (4 marks)
- b) Preclinical development (4 marks)
- c) Clinical development (4 marks)
- d) Patent expiry and generic competition (4 marks)
- e) Regulatory approval (4 marks)

QUESTION 5

About regulation write notes on the following,

- a) Definition of medical devices. (5 marks)
- b) Purpose for regulating medical devices. (5 marks)
- c) Classification of medical devices. (10 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES

**MODULE: Health Care Operations
Management**

PAPER NO: 660/23/M03

DURATION: 3 Hours

MAY/JUNE 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries twenty (20 marks).**

This paper consists of 4 printed pages.

QUESTION 1

- a) List any five (5) common healthcare services. (5 marks)
- b) Explain the role of budgeting and forecasting healthcare operations. (6 marks)
- c) Explain how you can apply operations management to eradicate errors in medications. (5 marks)
- d) List any four (4) signs of inefficiencies in a healthcare supply chain. (4 marks)

QUESTION 2

- a) i) Explain any five (5) main functions of operations management. (10marks)
- b) Define the following terms:
 - i) Reverse logistics (2 marks)
 - ii) Location planning (2 marks)
 - iii) Inventory management (2 marks)
- c) Explain any four (4) types of systems designing in healthcare. (4 marks)

QUESTION 3

Carry out operational planning for your own imaginary healthcare facility by:

- i) Setting operational goals. (5 marks)
- ii) Identifying tasks usually performed under healthcare operations (7 marks)
- iii) Listing resources and time frames needed to accomplish those tasks. (8 marks)

QUESTION 4

- a) Detail how to tackle the challenges of financial consolidation in healthcare. (8 marks)
- b) Explain any six (6) aims of providing quality healthcare. (6 marks)
- c) Distinguish between quality assurance and quality control in healthcare. (6 marks)

QUESTION 5

- a) Detail the health care supply chain landscape. (10 marks)
- b) Explain how to improve efficiency in healthcare supply chains. (6 marks)
- c) List any four (4) main challenges in health care supply chains. (4 marks)

QUESTION 6

- a) Explain the key performance indicators in healthcare quality assurance. (8 marks)
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QUESTION 7

- a)
 - i) Expand on the benefits of decision making analytics in healthcare. (8marks)
 - ii) Explain how to apply decision analytics in staffing and scheduling. (4 marks)
 - iii) Detail re-engineering. (4 marks)
- b) What is total Quality Management? (2 marks)

QUESTION 8

- a) Determine a workflow of key operations processes at a hospital. (10 marks)
- b) List five (5) common healthcare services. (5 marks)
- c) Discuss e-health. (5 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING MANAGEMENT

**SUBJECT: Legal Aspects of Medical Sales
and Marketing**

PAPER NO: 653/21/S01

DURATION: 3 Hours

NOVEMBER/DECEMBER 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer ALL questions.
2. Use relevant case law to support your answer.

This paper consists of 2 printed pages.



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PAPER NO: 653/21/S01 – LEGAL ASPECTS OF MEDICAL SALES AND MARKETING

QUESTION 1

- (a) Discuss the duties of parties in a contract of employment. (15 marks)
- (b) List any five (5) sources of law. (5 marks)

QUESTION 2

- (a) What is a contract? (1 mark)
- (b) Outline the requirements of a valid contract. (7 marks)
- (c) Discuss the requirements for the formation of a partnership. (12 marks)

QUESTION 3

Discuss the formation of a contract of agency. (20 marks)

QUESTION 4

- (a) Identify the three (3) types of negotiable instruments. (3 marks)
- (b) What is the difference between a real right and a creditor's right. (3 marks)
- (c) Outline the types of sales. (4 marks)
- (d) Discuss the termination of suretyship. (10 marks)

QUESTION 5

- (a) Explain the duties of parties in a contract of purchase and sale. (8 marks)
- (b) Evaluate the concept of risk in a contract of sale. (12 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: Pharmacovigilance

PAPER NO: 653/21/S04

DURATION: 3 Hours

NOVEMBER/DECEMBER 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer all questions.

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PAPER NO: 653/21/804 - PHARMACOVIGILANCE

QUESTION 1

Discuss Pharmacovigilance and medicine regulation in Zimbabwe

(20 marks)

QUESTION 2

Give a brief outline of the following:

- a) History and the future of Pharmacovigilance. (10 marks)
- b) Reasons for adverse drug events collection and reporting. (10 marks)

QUESTION 3

About adverse drug events make notes on the following:

- a) Clinical adverse Drug Events. (10 marks)
- b) Post – Marketing Adverse Drug Events. (10 marks)

QUESTION 4

Make notes on the following:

- a) Causality assessment. (4 marks)
- b) Risk Management Plan. (4 marks)
- c) Good Pharmacovigilance practice. (4 marks)
- d) Periodic safety update report. (4 marks)
- e) Medical dictionary for Regulatory Activities. (4 marks)
- f) Pharmacovigilance system. (2 marks)

QUESTION 5

Write notes on assessing ^{Adverse} advance event reports.

(20 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: International HealthCare Systems PAPER NO: 653/21/S02

DURATION: 3 Hours

NOVEMBER/DECEMBER 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer all questions

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QUESTION 1

- a) Explain the importance of multi sectional collaboration in the governance of health systems. (12 marks)
- b) Provide two examples of how different sectors can contribute to improve population health. (8 marks)

QUESTION 2

Compare and contrast social health insurance models in health financing. Provide examples of countries that follow each model. (20 marks)

QUESTION 3

Discuss the advantages and challenges of publicly funded health system. (20 marks)

QUESTION 4

How do privately funded health systems ensure quality of care and patient safety? Provide examples of quality assurance measures used in such systems. (20 marks)

QUESTION 5

- a) Compare and contrast public and private health expenditure in total. (14 marks)
- b) How do these components impact healthcare accessibility and equity within a country. (6 mark)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: Product Launch and Development

PAPER NO: 653/21/803

DURATION: 3 Hours

MARCH/ APRIL 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries (20 marks).**
- 3. Do not write your name on the question paper.**

This paper consists of 3 printed pages.



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PAPER NO: 653/21/S03- PRODUCT LAUNCH AND DEVELOPMENT

QUESTION 1

For any new product to be successful in the market it must go through a definite process. Outline the basic eight (8) steps in the new product development process. (20 marks)

QUESTION 2

State and explain five (5) reasons why sometimes a new product or service may fail in the market after being launched. (20 marks)

QUESTION 3

Explain the following classifications of products

- | | | |
|------|----------------------|-----------|
| i) | Convenience products | (7 marks) |
| ii) | Shopping products | (7 marks) |
| iii) | Speciality products | (6 marks) |

QUESTION 4

- | | | |
|----|--|------------|
| a) | Define concept evaluation | (5 marks) |
| b) | Explain in three (3) ways the importance of concept evaluation in product development. | (15 marks) |

QUESTION 5

Describe the following sales forecasting methods

- | | | |
|-----|---------------------------|------------|
| i) | Historical analysis | (10 marks) |
| ii) | Jury of executive opinion | (10 marks) |

QUESTION 6

Discuss any five (5) aspects of commercialisation of new products. (20 marks)

QUESTION 7

Compare and contrast between product testing and market testing. (20 marks)

QUESTION 8

- a) Define intellectual property (4 marks)
- b) Discuss any four (4) importance of intellectual property rights to new product development and launch (16 marks)

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DEVELOPMENT

HIGHER EDUCATION EXAMINATIONS COUNCIL
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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: Digital Marketing

PAPER NO: 653/21/S06

DURATION: 3 Hours

MARCH/ APRIL 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five (5) questions

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PAPER NO: 653/21/S06-DIGITAL MARKETING

QUESTION 1

- a) Describe ALDA concept (4 marks)
- b) Explain how email marketing can be applied in marketing. (6 marks)
- c) Compare Digital Marketing vs Traditional Advertising. (10 marks)

QUESTION 2

- a) Define copywriting and storytelling. (5 marks)
- b) List the advantages of storytelling (5 marks)
- c) Explain what is copywriting and state where it can be applied. (10 marks)

QUESTION 3

- a) Explain nine (9) steps that you use to create a social media marketing strategy. (18 marks)
- b) Describe the social media marketing strategy. (2 marks)

QUESTION 4

- a) Define campaign optimisation. (2 marks)
- b) List and explain the benefits of campaign optimisation. (8 marks)
- c) Define programmatic buying (2 marks)
- d) State and explain any three (3) benefits of social guidelines. (6 marks)
- e) Define media buying. (2 marks)

QUESTION 5

- a) State the eight (8) email marketing metrics. (8 marks)
- b) State any five (5) reasons why an organisation doing digital marketing should build an email list. (5 marks)
- c) Outline reasons a business should engage in digital marketing. (7 marks)

QUESTION 6

- a) Explain the three (3) types of SEO. (8 marks)
- b) List eight (8) effective ways to increase traffic to your website. (12 marks)

QUESTION 7

- a) List and explain the five (5) benefits of social media management to companies. (10 marks)
- b) Define empowerment marketing. (2 marks)
- c) Outline the challenges encountered in media buying. (8 marks)

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HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)

NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: Product Development and Launch

PAPER NO: 653/21/S03

DURATION: 3 hours

OCTOBER/NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer any five (5) questions.

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PAPER NO: 653/21/S03 – PRODUCT DEVELOPMENT AND LAUNCH

QUESTION 1

Briefly explain the following terms with regards to product development in marketing :

- a) Innovation (5 marks)
- b) Product (5 marks)
- c) New product (5 marks)
- d) Opportunity identification (5 marks)

QUESTION 2

Many new products find it hard to enter and become successful in the market. Explain the reasons why these new products fail. (20 marks)

QUESTION 3

Examine the four (4) major sources of finding new product ideas. (20 marks)

QUESTION 4

As a product manager of PROchem Pharmaceuticals (Pvt) Limited explain fully the need for the development of new products. (20 marks)

QUESTION 5

Explain fully to your marketing manager the importance of creativity in developing new products. (20 marks)

QUESTION 6

Identify and explain the four (4) concept testing methods in product development. (20 marks)

PAPER NO: 653/21/S03 - PRODUCT DEVELOPMENT AND LAUNCH

QUESTION 7

Why is concept evaluation of paramount importance in the product development process. (20 marks)

QUESTION 8

Elaborate in a logical manner the new product development process, outlining the significance of each stage. (20 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES

MODULE: Health Operations Management PAPER NO: 660/23/M03

DURATION: 3 Hours

OCTOBER/NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer an five (5) question.
2. Each question carries twenty (20) marks.

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QUESTION 1

- a) Define the following terms
- i) Healthcare operations management (2 marks)
 - ii) Healthcare facility (2 marks)
 - iii) Capacity planning (2 marks)
- b) Identify key organisational goals of a healthcare entity. (2 marks)
- c) Outline the role of ICT in operations management. (9 marks)

QUESTION 2

- a) Explain how operations management improves process efficiency and coordination. (6 marks)
- b) State any five (5) operational challenges faced by hospitals. (5 marks)
- c) Discuss the barriers to effective supply chain management in the healthcare sector. (9 marks)

QUESTION 3

- a) i) Outline how you could apply operations management to reduce patient waiting time. (6 marks)
- ii) Define lead time in the context of healthcare. (2 marks)
- b) i) Distinguish between forecasting and budgeting. (4 marks)
- ii) What are the challenges and best practices of budgeting and forecasting in healthcare operations. (6 marks)

QUESTION 4

- a) i) Discuss the role of financial management in healthcare. (4 marks)
- ii) Highlight the challenges of financial management. (2 marks)
- b) Detail the stages of product designing. (8 marks)

QUESTION 5

- a) i) What is quality management in a healthcare setting? (5 marks)
- ii) What are the four (4) main components of a quality management system? (4 marks)
- iii) Explain the benefits of outsourcing in healthcare supply chains. (5 marks)
- b) i) Define operational excellence. (5 marks)
- ii) List the benefits of healthcare operational excellence. (4 marks)

QUESTION 6

- a) Explain how effective communication impacts operational excellence. (5 marks)
- b) Discuss sustainable development in healthcare. (10 marks)
- c) Are technological innovations relevant in achieving operational excellence. Explain. (5 marks)

QUESTION 7

- a) i) Explain the role of health analytics. (8 marks)
- ii) List two (2) types of data analytics. (2 marks)
- b) i) Justify the importance of Big Data and data flow in healthcare organisations. (8 marks)
- ii) List two (2) examples of predictive analytics in healthcare. (2 marks)

QUESTION 8

- a) Highlight the benefits of predictive analytics in healthcare management. (8 marks)
- b) Define the following terms:
 - i) Total Quality management (2 marks)

- ii) Scheduling (2 marks)
- iii) Enterprise resource planning (2 marks)
- c) Discuss the types of ICT in healthcare. (9 marks)

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**HIGHER EDUCATION EXAMINATIONS COUNCIL
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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: Project Management

PAPER NO: 653/21/S07

DURATION: 3 Hours

OCTOBER / NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

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PAPER NO: 653/21/S07 - PROJECT MANAGEMENT

SECTION A – (40 MARKS)

Answer all questions.

QUESTION 1

Explain in detail the following?

- a) Project kick-off
- b) Project charter (10 marks)

QUESTION 2

Describe the Agile project management methodology. (20 marks)

QUESTION 3

What is theory of constraints in Project Management? (10 marks)

SECTION B

Answer any two questions (60 marks).

QUESTION 4

Choose any five (5) criteria that project success is based on and for each write explanatory notes? (30 marks)

QUESTION 5

Explain in detail the five (5) roles of a project manager? (30 marks)

QUESTION 6

Write notes on the following?

- a) Rough order of magnitude (ROM)
- b) Definitive estimate
- c) Bottom-up estimate (30 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

MODULE: Pharmacovigilance

PAPER NO: 653/21/S04

DURATION: 3 Hours

OCTOBER / NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer all questions.

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PAPER NO: 653/21/S04 – PHARMACOVIGILANCE

QUESTION 1

Make notes on the following:

- a) Definition of pharmacovigilance (5 marks)
- b) Nature of pharmacovigilance (15 marks)

QUESTION 2

Make notes on all four (4) phases of clinical trials. (20 marks)

QUESTION 3

Give your understanding on the following terms;

- a) Informed consent (4 marks)
- b) Randomization (4 marks)
- c) Blinding (4 marks)
- d) Institutional review board (4 marks)
- e) Regulatory approval (4 marks)

QUESTION 4

Discuss the Adverse drug event (ADE) reporting in Zimbabwe. (20 marks)

QUESTION 5

Outline the pharmacovigilance process. (20 marks)

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DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING MANAGEMENT

**SUBJECT: Legal Aspects of Medical Sales
and Marketing**

PAPER NO: 653/21/S01

DURATION: 3 hours

OCTOBER/NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATES

- 1. Answer all questions.**
- 2. Use relevant case law to support your answer.**

This paper consists of 2 printed pages.



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QUESTION 1

- a) Define law. (5 marks)
- b) Percy goes to supermarket to buy a box of Paracetamol tablets with a price of \$2.50 from the shelf. When she arrives at the till, the cashier informs that the box of Paracetamol tablets was incorrectly labelled, and that she will have to pay \$4.99 for it. Percy insists on buying the tablets for \$2.50 as she believes that the shop is obliged to sell her since she responded to the offer.

Advice her in the legal position. (15 marks)

QUESTION 2

- a) Describe the duties of parties in a contract of sale. (15 marks)
- b) Define a thing and discuss the classification of things. (5 marks)

QUESTION 3

- a) Outline the features and characteristics of a promissory note. (7 marks)
- b) Describe the 'negotiorum gestor'? (5 marks)
- c) Write short notes on the following
- i) Mortgage (2 marks)
 - ii) Liens (2 marks)
 - iii) Pledge (2 marks)
 - iv) Suretyship (2 marks)

QUESTION 4

- a) Describe the duties of a partner. (8 marks)
- b) Outline the grounds for termination of a contract of employment. (12 marks)

QUESTION 5

- a) Identify the three (3) arms of the state and outline the functions of each of the three arms. (15 marks)
- b) Distinguish between a void and contract, voidable contract and a void contract. (5 marks)

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NATIONAL DIPLOMA

**IN
MEDICAL SALES AND MARKETING**

**MODULE: International Health Care PAPER NO: 653/21/802
Systems**

DURATION: 3 Hours

OCTOBER/NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer all questions

This paper consists of 2 printed pages.

QUESTION 1

Define governance in the context of health systems. Describe the role of governance in ensuring effective and efficient healthcare delivery. (20 marks)

QUESTION 2

Explain the concept of a tax funded health system. What are the key advantages and disadvantages of this financing model? (20 marks)

QUESTION 3

- a) Explain how publicly funded health systems maintain financial sustainability. (10 marks)
- b) Provide examples of strategies used by countries with such systems. (10 marks)

QUESTION 4

- a) Discuss the advantages of privately funded health systems. (10 marks)
- b) Discuss the challenges of privately funded health systems. (10 marks)

QUESTION 5

- a) Explain the role of health insurance in total health expenditure.
- b) How does the presence or absence of health insurance influence health care utilization and financial protection for individuals? (20 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING

SUBJECT: Digital Marketing

PAPER NO: 653/21/S06

DURATION: 3 Hours

OCTOBER/NOVEMBER 2024 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer ANY FIVE (5) questions.

This paper consists of 3 printed pages.



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PAPER NO. : 653/21/S00 : DIGITAL MARKETING

QUESTION 1

- (a) Define content marketing? (2 marks)
- (b) Explain the importance of content marketing. (10 marks)
- (c) List any five (5) types of content marketing. (5 marks)
- (d) Give reasons for the preference of *over* offline marketing. (3 marks)

QUESTION 2

- (a) List any ten (10) benefits of Digital Marketing. (10 marks)
- (b) Explain the meaning of AIDAS in brief. (5 marks)
- (c) Define SEO (Search Engine Optimisation). (5 marks)

QUESTION 3

- (a) Describe the importance of social media insights in a business using digital marketing (10 marks)
- (b) State any four (4) platforms that are used for digital marketing. (4 marks)
- (c) State and explain any three benefits of social media guidelines. (6 marks)

QUESTION 4

- (a) Outline the importance of media buying. (6 marks)
- (b) State and explain three ways to purchase media. (6 marks)
- (c) Outline the challenges of media buying. (8 marks)

QUESTION 5

- (a) Define a lead magnet. (2 marks)
- (b) Define an email database (2 marks)
- (c) Explain the components of a great email list. (6 marks)
- (d) State and explain any five (5) ways on how you can build an email list. (10 marks)

QUESTION 6

- (a) List any eight (8) digital marketing channels. (8 marks)
- (b) Define a search engine. (2 marks)
- (c) State any five (5) search engine that you know. (5 marks)
- (d) Explain what PPC stand in brief (5 marks)

QUESTION 7

- (a) Outline the difference between (SEO) search engine optimisation and (SEM) search engine marketing. (4 marks)
- (b) Explain how to use special media for marketing. (5 marks)
- (c) describe the role of SEO) (5 marks)
- (d) Define a website. (1 mark)
- (e) What is PPC advertising. (5 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING MANAGEMENT

SUBJECT: Legal Aspects of Medical Sales and Marketing PAPER NO: 653/21/S01

DURATION: 3 Hours

NOVEMBER/DECEMBER 2022 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer all questions.**
- 2. Use relevant case law to support your answer.**

This paper consists of 2 printed pages.



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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING MANAGEMENT

MODULE: Healthcare Operations Management PAPER NO: 660/23/M03

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries 20 marks**

ER NO: 660/23/M03 – HEALTHCARE OPERATIONS MANAGEMENT

QUESTION 1

Describe the characteristics and components of public health supply chains.
(20 marks)

QUESTION 2

Explain how effective communication impacts operational excellence.
(20 marks)

QUESTION 3

Explain ways of enhancing sustainable development in healthcare operations.
(20 marks)

QUESTION 4

Detail the main functions of operations management.
(20 marks)

QUESTION 5

Identify five (5) tasks that are usually performed under healthcare operations. List resources and time frames needed to accomplish those tasks.
(20 marks)

QUESTION 6

Discuss quality management in a healthcare setting.
(20 marks)

QUESTION 7

Explain the importance of Health Analytics: Information technology and Decision support Techniques.
(20 marks)

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**IN
MEDICAL SALES AND MARKETING**

SUBJECT: Project Management

PAPER NO: 653/23/M02

DURATION: 3 Hours

JUNE 2026 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer five (5) questions of your choice.**
- 2. Each question carries twenty (20) marks.**

PAPER NO: 653/23/M02- PROJECT MANAGEMENT

QUESTION 1

- a) With the aid of a clearly labelled diagram describe the triangle of constraints and highlight the relationship. (18marks)
- b) Define project management in detail. (2marks)

QUESTION 2

Write detailed notes on the following project management tools.

- i) Statement of work (10marks)
- ii) Work breakdown structure (10marks)

QUESTION 3

- a) Highlight any five (5) characteristics of a project. (10marks)
- b) Describe the critical path method in project manager. (10marks)

QUESTION 4

Evaluate ten (10) qualities/ attributes of an astute project manager. (10marks)

QUESTION 5

Project management process means planning the work and working the plan". Discuss the statement majoring on any ten (10) benefits of planning phase.

QUESTION 6

Explain the following project management budgeting terms.

a) Parametric

(4marks)

b) Top down

(4marks)

c) Definitive

(4marks)

d) Rough order of magnitude

(4marks)

e) Bottom up

(4marks)

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IN

MEDICAL SALES AND MARKETING

**MODULE: Regulatory Environment
For Drugs and Devices**

PAPER NO: 653/23/M01

DURATION: 3 Hours

NOVEMBER/ DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer any five (5) questions.
2. Each question carries 20 marks.

PAPER NO: 653/23/M01 – REGULATORY ENVIRONMENT FOR DRUGS AND DEVICES

QUESTION 1

Discuss the history of medicine regulation.

(20 marks)

QUESTION 2

Give your understanding of the following:

- a) Orphan medicinal products
- b) Marketing authorisation procedure
- c) Accelerated procedures
- d) Thalidomide tragedy.

(5 marks)

(5 marks)

(5 marks)

(5 marks)

QUESTION 3

Describe the importance of regulation in medicines and medical devices.

(20 marks)

QUESTION 4

Briefly explain the following concepts:

- a) Clinical trials
- b) Good manufacturing Practices (GMP) for medicines

(12 marks)

(8 marks)

QUESTION 5

Discuss the key functions and responsibilities of Medicines Control Authority of Zimbabwe (MCAZ).

(20 marks)

QUESTION 6

Giving relevant examples, discuss medicine advertisement and promotional activities in Zimbabwe.

(20 marks)



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IN

MEDICAL SALES AND MARKETING

SUBJECT: International Healthcare

PAPER NO: 653/21/S02

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries 20 marks.**



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PAPER NO: 653/21/S02 – INTERNATIONAL HEALTHCARE

QUESTION 1

Identify and explain five (5) social determinants of health according to the World Health Organisation. (20 marks)

QUESTION 2

Evaluate five (5) models employed by healthcare system in Zimbabwe. (20 marks)

QUESTION 3

Examine five (5) strategies that can be implemented to prevent and control diseases. (20 marks)

QUESTION 4

Evaluate the role of cost-effectiveness analysis in assessing healthcare policies efficiency. (20 marks)

QUESTION 5

Explain five (5) importance of patient-centred care in healthcare policy development. (20 marks)

QUESTION 6

Discuss five (5) roles of telemedicine in improving access to healthcare services in remote areas. (20 marks)

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IN

MEDICAL SALES AND MARKETING MANAGEMENT

**SUBJECT: Healthcare Operations
Management**

PAPER NO: 660/23/M03

DURATION: 3 Hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Each question carries 20 marks**

PAPER NO: 660/23/M03 – HEALTHCARE OPERATIONS MANAGEMENT

QUESTION 1

Discuss the common healthcare operations challenges faced by hospitals.
(20 marks)

QUESTION 2

Discuss the role of ICT in healthcare management.
(20 marks)

QUESTION 3

Describe how you would reduce patient waiting time in different departments and procedures at a healthcare facility of your choice.
(20 marks)

QUESTION 4

Highlight the signs of inefficiencies in a healthcare supply chain.
(20 marks)

QUESTION 5

Describe the stages of product designing.
(20 marks)

QUESTION 6

Discuss the pillars of sustainability in healthcare.
(20 marks)

QUESTION 7

Identify and explain examples of predictive analytics in healthcare and their benefits.
(20 marks)

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NATIONAL DIPLOMA

IN

MEDICAL SALES AND MARKETING MANAGEMENT

MODULE: Project Management

PAPER NO: 653/23/M02

DURATION: 3 Hours

NOVEMBER / DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. Do not write anything on the question paper.**
- 3. Do not write your name on the answer booklet.**

PAPER NO: 653/23/M02 – PROJECT MANAGEMENT

QUESTION 1

- a) Define work breakdown structure (WBS). (2 marks)
- b) Highlight five (5) benefits of a work break down structure (WBS). (10 marks)
- c) Define the terms?
 - i) Project charter (2 marks)
 - ii) Project deliverables (2 marks)
 - iii) Project scope (2 marks)
 - iv) Project baseline (2 marks)

QUESTION 2

- a) Define project? (3 marks)
- b) Identify the five (5) characteristics of a project? (5 marks)
- c) Explore on the four (4) roles of a project manager? (12 marks)

QUESTION 3

Evaluate five (5) major areas that project management as discipline try to solve (scope of project management)? (20 marks)

QUESTION 4

Write notes on five (5) benefits of planning in project management? (20 marks)

QUESTION 5

Explain the following approaches to project management?

- a) The agile methodology (10 marks)
- b) The waterfall methodology (10 marks)

QUESTION 6

With aid of a clearly labelled diagram describe the project cycle stages in detail. (20 marks)