



BRAINWARE UNIVERSITY

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Brainware University
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Kolkata, West Bengal-700125

Term End Examination 2024-2025
Programme – MBA(HM)-2022/MBA(HM)-2023
Course Name – Medical Tourism
Course Code - MBAHM301
(Semester III)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Patients travel within their own country to access medical treatments that might not be available in their region can be labelled as.
 - a) Outbound medical tourism
 - b) Inbound medical tourism
 - c) Domestic medical tourism
 - d) Transnational medical tourism
- (ii) Show the option of political aspects often associated with medical tourism.
 - a) Geopolitical stability
 - b) National healthcare policies
 - c) Tourism regulations
 - d) Political campaign funding
- (iii) Select from the following that medical tourism is primarily driven by.
 - a) Adventure tourism
 - b) Cosmetic surgery
 - c) Economic factors
 - d) Cultural experiences
- (iv) Show the key advantage of using medical tourism operators and travel agencies for medical travel planning.
 - a) Lower healthcare costs
 - b) Direct access to medical professionals
 - c) Expertise in coordinating complex medical itineraries
 - d) Access to experimental medical treatments
- (v) The term "medical concierge" is interpreted as.
 - a) A medical specialist who performs surgeries for tourists
 - b) A travel agent specializing in medical tourism
 - c) A type of medical insurance
 - d) A government official regulating medical tourism
- (vi) Why medical records are required when travelling for medical care?
 - a) To provide as souvenirs for friends and family
 - b) To impress the healthcare providers in the destination country
 - c) To ensure accurate and informed medical treatment
 - d) To share interesting medical stories with fellow tourists.

- (vii) Outline the kind of insurance plan that a medical traveller should think about getting to cover any potential medical costs while overseas.
- a) Home insurance
 - b) Life insurance
 - c) Health insurance with international coverage
 - d) Car insurance
- (viii) List out the purpose of a referral letter as medical tourism documentation.
- a) To recommend a travel destination for medical tourists
 - b) To refer a friend or family member for medical treatment abroad
 - c) To introduce oneself to healthcare providers in the destination country
 - d) To recommend a specific medical treatment or procedure for the patient
- (ix) What does "brain drain" mean in the context of medical tourism?
- a) Loss of medical tourists' brains due to accidents or illnesses
 - b) The depletion of a country's intellectual and skilled medical professionals to other countries
 - c) Patients experiencing memory loss after medical treatment
 - d) The movement of medical tourists' brains to a healthier destination
- (x) Relate the cause of India's discrepancy in healthcare facilities and quality between urban and rural areas.
- a) Higher costs for medical services
 - b) Limited access to healthcare in remote areas
 - c) Enhanced patient safety
 - d) Fewer regulatory hurdles
- (xi) In the operational stage, select the role of the hospital's administration and management.
- a) Designing the hospital layout
 - b) Overseeing day-to-day operations and ensuring quality care
 - c) Obtaining construction permits
 - d) Conducting patient needs assessments
- (xii) Interpret the main purpose of the feasibility stage in hospital planning.
- a) Developing architectural plans
 - b) Assessing the financial viability of the project
 - c) Building the physical structure of the hospital
 - d) Providing patient care and services
- (xiii) Choose the stage of hospital planning that is related to healthcare services delivered to patients.
- a) Feasibility stage
 - b) Design stage
 - c) Construction stage
 - d) Operational stage
- (xiv) Select the role that the governing body plays in granting approval for significant capital projects like building or equipment acquisitions.
- a) Developing marketing campaigns
 - b) Overseeing daily hospital operations
 - c) Providing financial support
 - d) Exercising fiduciary responsibility
- (xv) Mark the function of the hospital's governing body in selecting and assessing its CEO or administrator.
- a) Selecting the hospital's logo and branding
 - b) Overseeing staff training programs
 - c) Providing strategic leadership and governance
 - d) Directly managing patient care

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Explain the probable reasons for the gradual growth of Medical Tourism in India. (3)
3. Summarize the steps taken by medical tour operators to guarantee the calibre and security of medical services and facilities provided abroad. (3)
4. What are the elements that patients ought to take into account while assessing a medical tour operator's reputation? (3)

5. Explain few advantages of booking medical travel through a medical tour operator. (3)
6. Assess some of the prominent pros of Medical Tourism in India. (3)

OR

Evaluate the claim settlement process in medical tourism billing by patients in India. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the way patient should ensure the confidentiality of their medical records in medical tourism destinations. (5)
8. Demonstrate the accountability Medical Tour Operator for arranging logistics for international patients seeking treatment abroad. (5)
9. Explain the requirement of specific insurance policy documentation for medical tourism. (5)
10. Assess the way Medical Tour Operators assist patients and focus on managing language barriers in a foreign country. (5)
11. Evaluate the economic factors that make India a popular destination for medical tourists seeking treatment. (5)
12. Explain factors that contribute to the supply of health tourism. (5)

OR

Estimate the physical features of the Indian subcontinent that attract tourists. (5)

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