BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – MBA(HM)-2022
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) Express how does medical tourism impact healthcare infrastructure in India

a) It leads to the deterioration of healthcare facilities due to increased demand from international patients.
b) It improves healthcare infrastructure through investments to attract medical tourists.
c) It diverts resources from healthcare to other sectors, affecting infrastructure development.
d) It has no significant impact on healthcare infrastructure in India.

(ii) In the context of medical tourism, the term "HIPAA" can be inferred as

a) A type of medical visa
b) A document required for travel insurance
c) A U.S. healthcare privacy law
d) A travel agency specializing in medical tourism

(iii) Cite which Indian state is known for being a popular medical tourism destination

a) Kerala
b) Rajasthan
c) Punjab
d) Assam

(iv) Express the ethical concern for the GOI in respect to current scenario.

a) increased waiting hours for patients.
b) exploitation of vulnerable patients
c) compliance to international quality standards
d) All of The above

(v) Choose the primary reasons that make India an attractive medical tourism destination

a) High-quality healthcare facilities and lower costs.
b) Traditional dance and music performances.
c) Opportunities to learn foreign languages.
d) Availability of luxury accommodation for tourists.

(vi) Point out the primary document required by medical tourists when entering India for medical treatment

a) medical record
b) visa
c) passport
d) hotel reservation

(vii) Assess the role of medical insurance when faced with challenges of the medical tourism. industry.

a) It lowers the cost of medical procedures for tourists

b) It can be unavailable or insufficient for medical tourists

c) It provides comprehensive coverage for all medical procedures

d) It eliminates the need for quality checks

(viii) Conclude from the following the challenge that arises in medical tourism due to lack of a uniform healthcare system in different destination countries.

a) Enhanced trust among medical tourists

b) Confusion in understanding treatment costs and procedures

c) Simplified international medical billing

d) Reduced competition among healthcare providers

(ix) In India, classify the type of visa typically required for medical tourists seeking treatment

a) Tourist visa

b) Business visa

c) Medical visa

d) Student visa

(x) Select the document that helps ensure that the patient's rights are protected and that they have the information necessary to make informed decisions about their medical treatment

a) Passport

b) Medical visa

c) Informed consent form

d) Hotel booking confirmation

(xi) State as a medical tourism facilitator, how would you assist a foreign patient seeking treatment in India

a) By providing detailed information about the patient's home country.

b) By arranging accommodation and hospital appointments.

c) By teaching the patient about traditional Indian healing practices.

d) By introducing the patient to local tour guides.

(xii) Cite the purpose of a hospital's Emergency Department (ED) in the planning process

a) To serve as a cafeteria for staff and patients

b) To provide specialized medical services

c) To handle medical emergencies and urgent care cases

d) To offer recreational activities for patients

(xiii) Choose the key challenge for destination countries in medical tourism

a) Limited infrastructure for healthcare

b) High healthcare cost

c) Difficulty in attracting medical tourists

d) All of the above

(xiv) Determine the department within a medical tour operator responsible for branding of the services and packages to potential medical tourists

a) finances

b) operations

c) sales

d) customer services

(xv) Name the hospital that specializes in the treatment of specific medical conditions or patient populations, such as cardiac or pediatric hospitals, is known as a

a) General hospital

b) Community hospital

c) Specialty hospital

d) All of these

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Interpret any four factors that have contributed to the growth of tourism in India   (3)
3. Explain the benefits of medical tourism in India.   (3)
4. Examine some of the services do Medical Tour Operators typically provide to patients   (3)
5. Differentiate between tourism and medical tourism in terms of documents required and social implications.   (3)
6. Summarize the role of a medical tourism facilitator in the documentation process and claim settlement.   (3)

OR   (3)

Assess the common challenges in the documentation process for medical tourism.

Group-C   5 x 6=30
(Long Answer Type Questions)

7. Analyze different ways in which travel agencies assist international patients in navigating   (5)
   the visa process.
8. Explain the economic characteristics contributing to India's popularity as a medical tourism (5)
   centre for medical patients
9. Illustrate on how has digital transformation of travel agencies affects their operations and   (5)
   reach in the medical tourism sector
10. Describe how the diverse climate in India favor medical tourism.   (5)
11. Determine how do Medical Tour Operators assist patients to seek medical treatment in   (5)
    international countries
12. Summarize on the fact how a patient should ensure the confidentiality of their medical   (5)
    records in medical tourism destinations.

OR

Evaluate the responsibility of a medical tourism facilitator in the documentation process   (5)
and claim settlement in medical tourism.

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