

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2025

(Third Semester)

Branch – HOSPITAL ADMINISTRATION

MAJOR ELECTIVE COURSE – II : MEDICAL AND HEALTH TOURISM

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 \times 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following countries has a single –payer healthcare system? a) United States b) Canada c) India d) Brazil	K1	CO1
	2	Telemedicine has become a significant component of healthcare due to : a) Increasing healthcare costs b) Advancements in communication technology c) A decline in healthcare quality d) Lack of qualified healthcare professionals	K2	CO1
2	3	Which of the following is the direct method of entering an international healthcare market? a) Franchising b) Licensing c) Joint Venture d) Indirect exporting	K1	CO2
	4	A common legal risk in international markets involves: a) Strong consumer demand b) Complex and differing regulations on intellectual property protection c) High transportation costs d) Access to skilled labor	K2	CO2
3	5	What is the primary purpose of organizational socialization? a) To train new employees on job tasks b) To integrate new employees into the organization's culture c) To evaluate employee performance d) To promote diversity and inclusion	K1	CO3
	6	Which of the following international cultures values group harmony over individual achievement? a) United states b) China c) Germany d) Australia	K2	CO3
4	7	What is included in a typical Master Health Check up package in India? a) Consultations with specialists b) Diagnostics tests c) Health screenings d) All of the above	K1	CO4
	8	Which costing concept is relevant to medical tourism? a) Direct costing b) Indirect costing c) Opportunity costing d) Total cost of ownership	K2	CO4
5	9	Which region is currently the top destination for medical tourists? a) Europe b) North America c) Asia d) South America	K1	CO5
	10	Name the role played by medical tourism facilitators play in the industry. a) Providing direct medical treatment b) Acting as intermediaries between patients and healthcare providers abroad c) Offering travel and vacation packages d) Developing medical equipment	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyse the recent trends in Global healthcare market.	K4	CO1
	(OR)			
	11.b.	Examine Behavioral theory.		
2	12.a.	Elaborate on International healthcare markets.	K6	CO2
	(OR)			
	12.b.	Illustrate various entry methods in healthcare sector.		
3	13.a.	Distinguish different nations legal and regulatory environments.	K6	CO3
	(OR)			
	13.b.	Analyse cross border operations in International markets.		
4	14.a.	Evaluate Problems with pre-operative and post-operative care.	K5	CO4
	(OR)			
	14.b.	Explain Medical Tourism Health-checkups package in India.		
5	15.a.	Examine Quality of health care maintenance in India.	K5	CO5
	(OR)			
	15.b.	Analyse the distribution chains in Medical Tourism.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the key models of Internationalization.	K4	CO1
2	17	Examine the key pitfalls of International marketing.	K6	CO2
3	18	Analyze Medical ethics in Hospitals.	K6	CO3
4	19	Evaluate Language and Cultural barriers in Medical Tourism.	K5	CO4
5	20	Give an account on associations and organizations promoting Medical tourism.	K5	CO5

Z-Z-Z

END