

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch – HOSPITAL ADMINISTRATION

MAJOR ELECTIVE COURSE – II
MEDICAL AND HEALTH TOURISM

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which of the following is the example of cultural factor towards use of healthcare services?
(i) Socio –economic status (ii) Geographic location
(iii) Religious belief (iv) Insurance coverage
- 2 Which of the following is the challenge related to post operative care in medical tourism?
(i) Skilled healthcare professionals (ii) Advanced medical technology
(iii) Affordability of health services (iv) Language barriers
- 3 Which type of organizations can seek IATA accreditations?
(i) Airlines (ii) Travel agencies
(iii) Airports (iv) All of the above
- 4 Which of the following is NOT a type of price discrimination?
(i) First degree (ii) Second degree
(iii) Third degree (iv) Fourth degree
- 5 WATA stands for
(i) World association of Travel Agencies
(ii) World Terrestrial analysis
(iii) World aquatic Transportation
(iv) West association Travel agencies

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Outline the Internationalization theory.
OR
b List the steps involved in Product cycle theory.
- 7 a Infer the term Branding.
OR
b Illustrate the term International Marketing.
- 8 a Interpret International Culture.
OR
b Differentiate Business ethics Vs Medical ethics.

Cont...

- 9 a Interpret the role of Medical Tourism.
OR
b Infer a note on Medical Tourism packages.
- 10 a List the few Medical Tourism companies.
OR
b Enumerate Distribution System in Tourism Operations.

SECTION -C (30 Marks)

Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Examine the International Healthcare Market.
OR
b Analyze the key drivers for internationalization in the healthcare sector.
- 12 a Infer the International marketing mix.
OR
b Write a note on various methods of entry into international health care markets.
- 13 a Infer on Cross cultural borders and operations.
OR
b Interpret on Challenges of logistics in cross borders.
- 14 a Examine the Documentation and Visa process in Medical Tourism.
OR
b Analyse role of costing in Health care.
- 15 a Discuss on IATA Documentation.
OR
b Write a note on Indian Directive on Tour operations.

Z-Z-Z

END