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School of Hospitality

Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - I1UA503B - Wellness and Medical Tourism

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Wellness tourism and medical tourism are two distinct concepts, and they do not overlap. K1 (2)
- 2) What ethical considerations are relevant in health tourism? K2 (4)
- 3) What is place mix-channel management, and why is it essential in product distribution? K2 (6)
- 4) Explain the Origin and Development of Health Tourism over Ages K3 (9)
- 5) How do medical tourism facilitators ensure legal compliance in arranging medical trips for patients? K3 (9)
- 6) Describe the significance of medical consent forms in medical tourism and how they vary across different countries. K5 (10)
- 7) Explain Health as a Motivator to Travel K4 (12)
- 8) What are the key considerations for Medical Tourism Product and Package development? K5 (15)
- 9) What are the main reasons people choose health tourism? K5 (15)
- 10) Describe the process of planning a medical trip abroad. K6 (18)