

Roll No.

92836

**BTTM 4th Semester (New Scheme)
(4 Years Syllabus w.e.f. 2016-17)**

Examination-May, 2017

**TOURISM PRODUCTION IN INDIA-IV
(MEDICAL)**

Paper-15BTTM-402

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt any six questions .Question No. 1 is compulsory.

1. (a) Define Health Tourism.
- (b) What is IJC ?
- (c) Name four major countries in Medical Tourism.

- (d) "Doctors don't like MTF." Comment.
- (e) Name any four IJC accredited hospitals situated in India.
- (f) Discuss Homoeopathy.
- (g) Why is online marketing famous among MTF ?
- (h) Explain Ayurveda.
- (i) Write names of any two challenges of Indian Medical Tourism.
- (j) Write any two economic impacts of medical tourism ?

2. Discuss the rise of Medical Tourism in Asia.

3. What is international healthcare accreditation ? Discuss its procedure.

4. Write a detailed note on ethical issues involved in medical tourism.

5. Elaborate Indian health medicines with suitable examples.

6. Discuss the reasons behind rapid growth rate of Medical Tourism in India.
7. How is online marketing important for Medical Tourism Facilitators business.
8. Explain the following :
- (a) Drug treatments
 - (b) Ayurvedā
 - (c) Yoga
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