

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MSB21T5008 - International 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) Explain the concept of medical tourist and what is the alternative term used to describe the phenomenon of seeking healthcare services abroad? K5 (5)

- 2) Michael a resident of San Diego, California has been battling a chronic medical condition for years, and despite numerous treatments, he hasn't found relief. After extensive research and consultations with healthcare professionals, he sets his sights on a renowned medical facility in Thailand known for its expertise in his condition. With hope in his heart, Michael begins the meticulous process of preparing his itinerary for his medical journey. Develop a step-by-step plan for Michael to prepare his itinerary for medical tourism. K3 (6)

- 3) Mr. Ahmed, a 60-year-old man from Saudi Arabia, arrives at Sita Hospital seeking treatment for a complex heart condition. Mr. Ahmed's family contacted the Saudi Arabian embassy in India to seek assistance in finding a reputable hospital for his medical needs. Upon recommendation from the embassy, Mr. Ahmed chose Sita Hospital for his cardiac treatment. As Mr. Ahmed begins his medical journey at Sita Hospital, the hospital's International Patient Services team liaises closely with the Saudi Arabian embassy to ensure a smooth and seamless experience for him. The team communicates regularly with embassy officials to provide updates on Mr. Ahmed's treatment plan, progress, and any additional support he may require during his stay in India. Questions : a) How might the close collaboration between Sita Hospital's International Patient Services team and the Saudi Arabian embassy contribute towards the patient satisfaction? (4 marks) b) what lessons can be learned about the role of diplomatic missions in supporting international patients seeking medical treatment in foreign countries? (4 marks) K4 (8)

- 4) Mr. and Mrs. Garcia, a couple from Spain, have decided to travel to Kolkata, India, for Mr. Garcia's specialized neurosurgery at a renowned hospital. They have chosen Kolkata for its reputation in medical excellence and affordability compared to healthcare costs in Europe. However, as international patients, they need to complete the necessary formalities, including registration with the Foreigners Regional Registration Office (FRRO) in Kolkata. Questions :
- a) Apply problem-solving skills to anticipate and address any potential challenges or obstacles that Mr. and Mrs. Garcia may encounter during their registration with the FRRO. (5 marks)
- b) Apply organizational skills to assist Mr. and Mrs. Garcia in preparing and organizing their documentation for submission to the FRRO. (marks)
- 5) Identify the types of guides and escorts commonly utilized in medical tourism, such as medical coordinators, translators, and cultural liaisons, and outline their roles and responsibilities. K5 (10)
- 6) India has emerged as a prominent destination for medical tourism, attracting patients from around the world seeking high-quality healthcare services at competitive prices. MediTour India is a leading medical tourism facilitator based in India, offering comprehensive services to international patients seeking healthcare solutions in the country. The company coordinates medical travel arrangements, including treatment scheduling, visa assistance, accommodation bookings, transportation, and post-treatment support. K6 (12)
- Questions :
- a) Create a comprehensive marketing strategy for MediTour India to further establish its presence in the global medical tourism market. (4 marks)
- b) Design a customized patient care program for international patients utilizing MediTour India's services. (4 marks)
- c) Develop a network expansion plan for MediTour India to broaden its reach and access to healthcare providers across India. (4 marks)