

1/16

2606E789

Candidate's Seat No: _____

P.G. Diploma Sem.-1 (Rep) Examination

Paper-2

HM-Healthcare management

Time : 2.30 Hours]

June-2025

[Max.Marks : 70

Instructions

1. All questions are compulsory
2. Please read the instructions carefully and then attempt the questions
3. Numbers in brackets to the right of each question indicates marks

Q.1 Define Medical Tourism. Is medical tourism and health tourism one and same? Justify your answer. [14]

Q.2 What are push and pull factors leading to medical tourism in India [14]

OR

Q.2 Explain the process of getting M1 visa for a medical tourist. [14]

Q.3 Explain different types of insurance policies available. Which one will you prefer for your family and why? [14]

OR

Q.3 What is TPA and what is the role of a TPA? [14]

Q.4 How is digital marketing different in healthcare industry than any other industry? [14]

OR

Q.4 Design a digital marketing campaign for a cosmetic and plastic surgery department of a multi-speciality hospital which has just started. The multi-speciality hospital is already 20 years old and this unit has just started. [14]

Q.5 Define health and describe the health policies in India? [14]

OR

Q.5 Evolution of health services in India and Describe? [14]
