

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2023 – 2024)**

**B. A. DEGREE EXAMINATION, APRIL 2026**  
**TOURISM AND TRAVEL MANAGEMENT**  
**SIXTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : MEDICAL TOURISM**  
**SUBJECT CODE : 23TT/MC/MT64**  
**TIME : 3 HOURS** **MAX.MARKS : 100**

<b>Q. No.</b>	<b>SECTION A</b> <b>Answer ALL questions in not more than 30 words each.</b> <b>(10 × 2 = 20)</b>	<b>CO</b>	<b>KL</b>
1	Define medical tourism.	CO1	K1
2	Mention the significance of UNWTO agreements in Medical tourism.	CO1	K1
3	Expand AYUSH.	CO1	K1
4	Discuss marketing research website.	CO1	K1
5	Describe aroma therapy.	CO1	K1
6	What is the role of public relation in medical tourism marketing?	CO1	K1
7	Name any three post-surgical packages.	CO1	K1
8	What is Andhra fish therapy?	CO1	K1
9	Discuss MMM as medical centre offering medical tourism.	CO1	K1
10	Describe Pranic healing.	CO1	K1
<b>Q. No.</b>	<b>SECTION B</b> <b>Answer any FOUR questions from K2 and any FOUR questions from K3. Your answers should be in about 150 words each.</b> <b>(8 × 5 = 40)</b>	<b>CO</b>	<b>KL</b>
11	Outline the nature and scope of Medical tourism.	CO2	K2
12	Classify the treatments and benefits of Kotakkal and Puthur centres.	CO2	K2
13	Discuss the health care services in brief with examples.	CO2	K2
14	Explain medical travel guide books and its significance in medical tourism.	CO2	K2
15	Summarize naturo therapy with example.	CO2	K2
16	Identify the importance of medical information portals.	CO3	K3
17	Explain the evolution of Siddha as traditional medical treatment, its benefits and types.	CO3	K3
18	Identify the role of Apollo in promoting and facilitating medical tourism in India.	CO3	K3
19	Compare and contrast Acupuncture and Acupressure.	CO3	K3
20	Sketch the benefits and treatment procedures of Unani.	CO3	K3
<b>Q. No.</b>	<b>SECTION C</b> <b>Answer any ONE question from K4 and ONE question from K5. Your answer should be in about 1000 words.</b> <b>(2 × 20 = 40)</b>	<b>CO</b>	<b>KL</b>
21	Examine the evolution of medical tourism in detail.	CO4	K4
22	Compare and contrast the following healing therapies: clay therapy, music therapy, mud therapy and Spa.	CO4	K4
23	Assess the tools, trends and challenges in marketing medical tourism in India.	CO5	K5
24	Evaluate Ayurveda and its benefits and traditional treatment procedures.	CO5	K5

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