



III Semester M.B.A. Examination, April/May 2022
(CBCS) (2014 – 15 and Onwards)
MANAGEMENT

Paper – 3.6.1 : Perspectives on Health Care Sector

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. **(5×5=25)**

1. Explain the relationship between health and economic growth.
2. Define human biology and discuss its importance in administering health.
3. Elicit the three different levels of health care delivery systems.
4. Outline the active role of health care industry in the COVID-19 Pandemic.
5. State any five upcoming challenges for the health care sector.
6. Define well-being and state the importance of well-being.
7. Explain the role of health care in human development.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks. **(3×10=30)**

8. "Private vs Public health care" – pros and cons : Discuss.
9. Explain the principles of epidemiology and the epidemiological tool used in community diagnosis.
10. Discuss the recent trends and developments in health care sector in the 21st century.
11. List the Indigenous Systems of Medicines and write notes on any three of it.



SECTION - C

Compulsory (Case study).**(1×15=15)****Incredible India Campaign**

Incredible India started off as a marketing campaign in 2002 by the Government of India to boost tourism in the country and project India as a credible tourist destination. The biggest advantage that India has from the perspective of tourism is its diversity. India received only 2.4 million (approx.) foreign tourists in 2001. By contrast, Switzerland received close to six million tourists and Spain more than 13 million. To check this gross imbalance and exploit the untapped potential of India as a destination for International tourists, the Government launched the 'Incredible India' campaign and formulated the National Tourism Policy in 2002. The Incredible India campaign was launched by Ministry of Tourism to promote India as a world-class tourist destination. The campaign highlighted various facets of Indian culture and history to promote its uniqueness. The campaign proved to be successful, leading to a 16% increase in tourist traffic in its first year. The arrival of foreign tourists to India increased from 2.38 million in 2002 to 7.7 million in 2014.

Yet, the campaign did not show the desired result as by the end of 2007, India's share in the tourism was a mere 0.52%. China, on the other hand, became the fourth most visited country as of 2015, with 56.9 million international tourists flocking the country. Things are, however, changing. In 2016, the number of Foreign Tourist Arrivals in India stood at 8.80 million, registering a 9.7% annual growth rate over last year. India accounts for 1.18% of International tourist Arrivals in the world and ranks 25th in the world.

Tourism could contribute significantly to the country's GDP and create millions of jobs, if the Government gets its act together. India has everything that the tourists would love to experience.

For incredible India to be credible the country needs to change the on-ground perception of tourists and improve its infrastructure, only then can it mount a successful advertising campaign. The pandemic also affects in a big way.

Question :

With the background information :

1. What is the main impact on travel and tourism industry seen after incredible India campaign ?
2. Discuss the strategies to promote India as a popular tourist destination.
3. What is the role of medical tourism in making India an important tourist destination in the world ?