

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

**MTM-14 : TOURIST TRANSPORT  
MANAGEMENT (ROAD TRANSPORT)**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions in about 600 words.*

1. Explain the three broad categories of water transport. 20
2. Write an essay on historical development of air transport in India. 20
3. What are the qualities and skills required for a successful entrepreneur? Support your answer with suitable examples. 20
4. Write short notes on **any two** of the following :  
(a) Financial Planning 10x2=20  
(b) Human Resource Planning  
(c) The Business Planning.
5. What do you understand by Personal selling ? 20  
Explain the significance of personal selling in tourist transport business.

6. Explain managerial roles in relation to tourist transport operations. 20
  7. What do you understand by the concept of 'Rent-a-Car' ? Explain the present scenario of Rent -a- Car in India. 20
  8. Write short notes on any two of the following : 20
    - (a) Manipulative Leakages
    - (b) Leakages through Financial statement
    - (c) Leakages related to loss of opportunity
  9. Discuss recruitment process in tourist transport operation. 20
  10. What do you understand by Demand Assessment? Explain the relationship between Price and Demand. 20
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