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**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2015**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Illustrate the role of transport in tourism industry. 20
2. What significant role does planning play in tourist transport operation ? Elaborate with suitable examples. 20
3. What kind of infrastructure is required for managing tourist transport business ? Discuss. 20
4. Discuss the various costs to be met by a tourist transporter. Work out the operating cost of a vehicle of your choice. 20
5. Elaborate the significance of personal selling in tourist transport business. 20
6. How would you as a manager manage a tourist transport company ? 20

7. Write an essay on the Central Motor Vehicle Rules, 1989. 20
8. How would you manage leakages in tourist transport business ? 20
9. Write short notes on the following : 10+10=20  
(a) Rent - A- Cab Scheme  
(b) Marketing of Rent - A - Cab
10. Discuss the role of private sector in tourist transport system. 20
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