

MASTER OF ARTS (TOURISM MANAGEMENT)

02534

Term-End Examination

December, 2017

**MTM-014 : TOURIST TRANSPORT
MANAGEMENT (ROAD TRANSPORT)**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions in about 600 words each.

(ii) All questions carry equal marks.

1. Discuss the role of transport in travel and tourism field. 20
2. What significant role does planning play in tourist transport operation ? 20
3. Enlist various types of vehicles forming an important source of tourist infrastructure. How can you calculate financial requirements for establishing passenger transport business in India ? Substantiate your answer with suitable examples. 20
4. How can tourist transport products be designed ? Give suitable examples. 20
5. Write short notes on : 10x2=20
 - (a) National Permit
 - (b) Insurance of Motor Vehicles Agreement for Third Party Risks

6. What do you understand by strategy formulation ? Discuss the key decision areas which should become part of sales strategies formulation related to tourist transport operation. 20
 7. Write an essay on "Importance of customer care in tourist transport business". 20
 8. Why the knowledge of socio-cultural background of the operational area is important for a transport manager ? Substantiate your answer with suitable examples. 20
 9. Elaborate responsibilities and essential managerial functions in tourist transport operations. 20
 10. Write short notes on : 10x2=20
 - (a) Marketing of Rent-A-Cab
 - (b) Kind of Leakages in tourist transport business
-