

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM) / MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)**

Term-End Examination

December, 2018

00244

**MTM-14/MTTM-14 : TOURIST TRANSPORT
OPERATIONS (ROAD TRANSPORT)**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words
each. All questions carry equal marks.*

1. Write short notes on the following : 10+10=20
 - (a) Water Transport
 - (b) Air Transport

2. Explain the planning considerations for setting up of a tourist transport business. 20

3. Describe the benefits of effective parking management. 20

4. What do you mean by personal selling in tourist transport business ? Also discuss its significance. 20

5. Write an essay on the Motor Vehicles (All India Permit for Tourist Transport Operators) Rules, 1993. 20
 6. Explain the concept of Car Rental Agency and marketing of Rent-A-Cab. 20
 7. How you will manage leakages in tourist transport operations ? 20
 8. Explain the tasks and duties of a taxi driver. What qualities will you look at during recruitment and selection of a taxi driver ? 20
 9. What do you understand by the term "Concept of Costing" ? Explain variable cost in tourist transport operations. 10+10=20
 10. Explain how you will forecast tourist transport demand. 20
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