

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

February, 2021

**MTM-014/MTTM-014 : 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. Explain the role of Rail transportation in Domestic Tourism Development. 20
2. Explain how forecasting of tourist transport demand is done. 20
3. Mention the kind of infrastructure required in tourist transport. Explain any two of the infrastructure in your own words. 4+8+8=20
4. Explain segmentation of tourist transport operations. 20

5. Write short notes on the following : *10+10=20*
- (a) Demand assessment for tourist transport
 - (b) Relationship between price and demand
6. Mention the qualities required by a salesperson selling tourist transport product. Explain the significance of personal selling in tourist transport business. *20*
7. Explain the responsibilities and essential functions of a manager in tourist transport organization. *20*
8. Explain measures to overcome tourist transport market constraints. *20*
9. Explain the tasks and duties of tourist taxi drivers. What qualities will you look at during recruitment and selection of a taxi driver ? *20*
10. Write short notes on the following *10+10=20*
- (a) Sales strategy in tourist transport business
 - (b) Application of marketing mix in tourist transport operations
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