

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT
(MTTM)**

Term-End Examination

December, 2023

**MTTM-14 : 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. Explain the role of road transportation in developing tourism business in India with relevant examples. 20
2. Explain the entrepreneurial qualities required for setting up of Tourism Business. 20
3. Explain how will you forecast Tourist Transport Demand. 20

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4. Explain segmentation process in Tourist Transport Operations. 20
5. Explain the process of personal selling in Tourist Transport Business. 20
6. Explain the ways to achieve customer satisfaction in Tourist Transport Operations. 20
7. Explain the recruitment and selection process followed in Tourist Transport Operation Business. 20
8. Explain Rent-A-Cab Scheme. 20
9. How will you manage leakages in Tourist Transport Business ? Explain with examples. 20
10. Explain the duties and responsibilities of a manager in Tourist Transport Operations. 20