

00556 **MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2016**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions in about 600 words each.*

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1. What are the major modes of transport in India for tourists ? Enumerate their respective advantages and limitations in the context of domestic tourism. 20
2. What are the entrepreneurial qualities needed to start and operate a successful tourist transport business in India ? How does an entrepreneur forecast the demand for a specific mode of transport and how important is business planning in this exercise ? 20
3. What role do infrastructure and capital play in successful development of tourist transport ? 20
4. What is market segmentation ? How important it is in the development of national and international tourism ? Discuss the factors a marketing person has to keep in mind in any exercise of market segmentation. 20

5. What are the types of costs involved in tourist transport ? How does one assess the elasticity of demand in tourist transport ? 20
6. What norms should be kept in mind in the area of customer care in domestic tourism ? How important is customer feedback in the matter of customer care ? 20
7. How important is it for a manager to know rules and regulations relating to various modes of transport ? What are the areas of regulations a tourism manager is likely to need for successful and efficient management of tourist transport ? 20
8. What is the role of personnel management in the context of tourist transport system ? What are the responsibilities and essential functions of a domestic tourist transport manager ? 20
9. What are the main laws relating to operation of tourists transport in India ? What are essential components Motor Vehicle Act with reference to operation of transport for domestic tourists ? 20
10. Write short notes on (any two) : 10x2=20
- (a) Registration of vehicles in tourism operation and their salient features.
  - (b) Section 81 in the Context of duration and renewal of permits.
  - (c) Car rental schemes in India.