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MTM-014/MTTM-014

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2018

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Explain the various transport system in India.
Also discuss the significance of road
transport in tourism promotion. 10+10=20

2. Explain the traits and qualities required to become
an entrepreneur. 20

3. Explain the segmentation of Tourist Transport
Operations. 20

4. What do you understand by the term 'Concept of
Costing' ? Explain Fixed Cost in Tourist Transport
Business. 10+10=20

5. Explain Economic Regulations in Tourist
Transport Business. 20

6. Explain essential functions and responsibilities of Tourist Transport Operation manager. **20**
7. Write a short note on the following : **10+10=20**
(a) Tourist Permits and Authorisation Fees
(b) Conditions of Tourists Permit
8. Explain tasks and duties of tour coach driver. What qualities you will look at during recruitment and selection of tour coach driver ? **10+10=20**
9. What do you understand by the term sales strategy ? Explain stages in sales strategy formulation. **10+10=20**
10. Write an essay on tourist transport infrastructure. **20**
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