

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

Term-End Examination

02934

June, 2019

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

Time : 3 hours

Maximum Marks : 100

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

1. "Transportation plays a vital role in Tourism Development of a nation." Justify this statement with examples. 20
2. Write short notes on the following : 2×10=20
 - (a) Air Transport
 - (b) Passenger Amenities provided by Indian Railways
3. Explain forecasting of Tourist Transport Demand for a destination. 20
4. Explain the various market segments that a Tourist Transport Operation (TTO) can target. 20

5. Write short notes on the following : 2×10=20
- (a) Concept of Costing in Tourist Transport Business
 - (b) Personal Selling in Tourist Transport Business
6. Explain the role of a manager in tourist transport organization. Why is it important for a manager to know rules and regulations in respect of the operation of a tourist vehicle ? 20
7. Define customer care. Explain the norms to practise customer care in tourist transport business. 20
8. Explain task, duties, skills, knowledge, personal qualities of a tour coach driver. Also highlight the importance of briefing and training of a tour coach driver. 20
9. Explain tourist transport market constraints. Also discuss the measures to overcome these constraints. 20
10. Write short notes on the following : 2×10=20
- (a) Offences and Penalties Procedures under Motor Vehicle Act
 - (b) Capital Requirement for setting up a Tourist Transport Business