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**MTTM-14**

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

**Term-End Examination**

**June, 2024**

**MTTM-14 : TOURISM TRANSPORT OPERATIONS  
(ROAD TRANSPORT)**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Answer any **five** questions in about  
**600** words each.

(ii) All questions carry equal marks.

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1. Explain the role played by Road Transportation in development of Domestic Tourism in India. 20
2. As a Tourism Transport Business Manager how will you plan and start up a tourist transport business in your near-by city area. 20
3. Explain the application of marketing mix in tourist transport operations. 20

**P. T. O.**

4. Write short note on any *two* of the following :  
2×10=20
- (a) Personal Selling
  - (b) Relationship between Demand and Pricing in Tourist Transportation Business.
5. What do you understand by Rent-A-Cab Scheme ? Explain its importance in promoting city tours/sightseeing trips. 20
6. Write note on any *two* of the following :  
2×10=20
- (a) Product Design in Tourist Transportation
  - (b) Customer care in Tourist Transportation
7. Explain the growth of Road Network in India. Explain its impact on domestic tourism sector in India. 20
8. Explain various problems you may face in the development of tourist transport business. How can we overcome these problems ? 20
9. Explain the qualities required to be a successful Entrepreneur. 20
10. Explain various methods of forecasting tourist transport demand. 20