

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Discuss the role of road transport in promotion and development of tourism. **20**
 2. What are the planning considerations for setting up of tourist transport business ? Elaborate with suitable examples. **20**
 3. Write short notes on **any two** of the following in about **300** words each : **10+10=20**
 - (a) Market segmentation for tourist transporters
 - (b) Tourist transport for safari and adventure activities
 - (c) Product designing for tourist transport (Road)
 4. How concept of marketing mix is applied in tourist transport operations ? **20**

5. What are the various steps in handling tourist transport complaints ? Elucidate with relevant examples. 20
 6. Discuss recruitment and selection process in tourist transport operations. 20
 7. Write an essay on Motor Vehicle Act, 1989. 20
 8. Describe eligibility conditions for getting recognition as approved tourist transport operator from Government of India. 20
 9. Critically analyse the role of Indian Tourist Transporters Associations in promoting the cause of tourist transporters in India. 20
 10. Write short notes on the following : 10+10=20
 - (a) Training of tourist transport drivers
 - (b) Demand and Supply Assessment of tourist transport
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