

01376

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words.

1. Explain the role and importance of transportation in the development and growth of Tourism Industry. 20
2. How will you use market segmentation approaches in tourist transport business ? 20
3. As an entrepreneur, how will you plan and set up a tourist transport business ? 20
4. What do you understand by Car Renting Services ? What are the factors you should consider while designing and marketing Car Rental Services ? 4+8+8=20

5. Write short notes on *any two* of the following : 10x2=20
- (a) Relationship between demand and pricing.
 - (b) Tourist permits.
 - (c) Personal selling.
6. Enumerate the important rules from Central Motor Vehicle Rules 1989, that affect the tourism business. 20
7. What are the market constraints in the growth of Tourist Transportation Business ? 20
8. Define Leakages. How will you manage leakages in Transportation Business ? 5+15=20
9. Discuss the steps of formulating a sales strategy for a Tourist Transport Business. 20
10. Write an essay on the infra - structural requirements in Tourist Transport Business. 20
-