

02009

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What do you mean by 'business planning'? What significant role does planning play in tourist transport operation? 20
2. Enlist broad areas where capital is needed in order to start a tourist transport business. 20
3. Define personal selling. Explain the significance of personal selling in tourist transport business. 20
4. What do you understand by concept of costing ? Explain the classification of costs. 20

5. Define customer care. What are the various steps in complaint handling ? 20
6. What role does a manager perform in tourist transport organisation ? Explain with examples. 20
7. What do you understand by Rent-A-Cab scheme ? Discuss important rules related to Rent-a-cab under Central Motor Rules ? 20
8. What do you understand by leakages ? What kind of leakages exist in tourist transport sector ? Explain. 20
9. Write short note on **any two** of the following in about 300 words each : 10+10
- (a) Product design
  - (b) Sales strategies
  - (c) Parking management.
10. What do you mean by sales strategies ? Explain the stages in sales strategy formulation. 20
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