

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

00511

December, 2014

**MTM-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. What are the various components of road transport system ? What is the role of each segment in the tourism industry ? 8+12=20
2. Enumerate the infrastructural and financial requirements for a successful tourist transport business. 12+8=20
3. Enumerate the various components of costing. Also discuss the various pricing options available to a transport operator. 10+10=20
4. Define Customer Care. Discuss the importance of customer care in tourist transport operation. 4+16=20
5. Write short notes on any *two* : 2×10=20
 - (i) Forecasting Tourist Demand
 - (ii) Market Segmentation in Transport Operation
 - (iii) Personal Selling in Tourist Transport Business

6. List the personnel of a tourist transportation business. Discuss the recruitment and selection process in tourist transportation operation. $6+14=20$
7. Discuss the rules and regulations pertaining to Driving License and Rent-A-Cab Scheme, as mentioned in the Central Motor Vehicle Rules, 1989. $10+10=20$
8. What are the constraints in the growth of tourist transport market ? How can we overcome these constraints ? $10+10=20$
9. What kind of linkage exists between different service providers in tourism and providers of road transportation ? Why is the linkage crucial for a road transport operator ? $10+10=20$
10. Write short notes on any *two* of the following : $2 \times 10 = 20$
- (i) Rent-A-Cab Scheme
 - (ii) Responsibilities of a manager in tourist transport business
 - (iii) Marketing Mix in Tourist Transport Operations
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