

No. of Printed Pages : 3 **MTM/MTTM-14**

**MASTER OF ARTS (TOURISM
MANAGEMENT)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT
(MTM/MTTM)**

Term-End Examination

December, 2021

**MTM/MTTM-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. Write an essay on development of different transport systems. 20

2. What are the planning considerations for setting up of a tourist transport business ? 20
3. Define transport infrastructure. Elaborate various kinds of vehicles as an important source of infrastructure. 20
4. How do various segments affect designing of tourist transport products ? Give suitable examples. 20
5. Establish relationship between price and demand for tourist transport. Justify your answer with examples from transport operations. 20
6. What sales task transport operator shall perform to run his business successfully ? Give suitable examples. 20
7. What are the various steps in transport services related complaint handling ? 20

P. T. O.

[3]

8. Discuss the role of a manager in tourist transport operation. 20
9. What do you mean by Rent-a-cab scheme ? How is Rent-a-cab marketed ? 20
10. Write short notes on the following : 10×2=20
- (a) Kinds of leakages in transport business
 - (b) Management of leakages in transport business