

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2012**

**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 carries equal marks.*

1. What do you understand by 'Tourist Transport'? 20  
Explain the role of transport in tourism.
  
2. Define 'Tourist infrastructure'. What kind of 20  
infrastructure do you need to set up your tourist  
transport operation ?
  
3. Write short note on *any two* of the following in  
about 300 words each : 10+10
  - (a) Rent - a - car
  - (b) Market segmentation
  - (c) Strategic planning

4. Enlist various components of costing ? What role does variable costs play in tourist transport operation ? 20
5. What do you understand by marketing mix ? Explain the application of marketing mix in tourist transport operations. 20
6. Discuss the various managerial roles in relation to tourist transport operations. Give example. 20
7. Discuss recruitment process in tourist transport operation ? 20
8. Write short note on *any two* of the following in about 300 words each : 10+10
  - (a) Recruitment
  - (b) Selection
  - (c) Training
9. Discuss various offences and penalties procedures under Motor Vehicle Act. 20
10. Explain the concept of car rental agency. Enlist some of the multinational operating Rent - a - car scheme in India. 20