

00647 MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2013

MTM-14 : TOURIST TRANSPORT
MANAGEMENT (ROAD TRANSPORT)

Time : 3 hours

Maximum Marks : 100

Note : Attempt *any five* questions in about **600** words each.

1. Explain the four major modes of transport prevalent in India. 20
2. Explain the role and importance of transport in tourism. 20
3. Write short notes on **any two** of the following : 20
 - (a) Chauffeur Driven Taxies
 - (b) Self Driven Cars
 - (c) Tourist Permits
4. Explain the factors that should be examined in order to forecast the potential of the tourist transport business. 20

5. What is the role of personal selling in Tourist Transport Business ? 20
6. Write short notes on **any two** of the following : 20
- (a) Customer care
 - (b) Complaint handling
 - (c) Rent-a-cab
7. What role does a manager perform in tourist transport organisation ? Why the knowledge of socio-cultural background of the area is important for a manager ? 20
8. Enlist skills and qualities required for various personnel in tourist transport operation. 20
9. What do you understand by leakages ? What kind of leakages exist in tourist transport ? 20
10. What do you understand by sales strategies ? Explain the stages in sales strategy formulation. 20
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