

**K-31**

0164

**MTM-14**

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

**Master of Arts (Tourism Management)**

**Term-End Examination**

**June, 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. Explain the role and importance of surface transportation in the tourism industry. 20
2. Discuss the steps of planning a tourist transportation operation. What are the major consideration for setting up a tourist transport business ? 12+8=20
3. Outline the various segments of tourist transport market. Explain with the help of examples the affect of various segments on product designing. 8+12=20
4. Explain with the help of examples the application of marketing mix in tourist transportation operation. Also mention the stages in the sales strategy formulation for tourist transport. 10+10=20

MTM-14

Turn Over

**K-31**

( 2 )

5. Write short notes on any *two* :
- (a) Components of road transport
  - (b) Parking management
  - (c) Customer care in Transportation Business. 10+10=20
6. Discuss the role and responsibilities of a Manager in tourist transport business. 20
7. Enumerate the rules and regulations pertaining to tourist and National permits for Motor vehicles, as mentioned in the Central Motor Vehicles Rules, 1989. 10+10=20
8. How would you recruit and select coach drivers ? What kind of training is required for drivers of tourist vehicles ? 10+10=20
9. List the constraints in the growth of tourist transport market in India. Explain the steps to be taken to overcome these constraints. 6+14=20
10. Write short notes on any *two* of the following : 10×2=20
- (a) Rent–A–Cab Scheme.
  - (b) Managing Leakages in Transportation Business
  - (c) Maintenance Facilities.

MTM-14

**K-31**