

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

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

**(MTM/MTTM)**

**Term-End Examination**

**June, 2020**

**MTM-14/MTTM-14 : TOURISM TRANSPORT  
OPERATIONS (ROAD TRANSPORT)**

*Time : 3 Hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions in about  
600 words each. All questions carry equal  
marks.*

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1. Explain the role of Air Transportation in Domestic Tourism Development. 20

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2. What do you understand by the term 'entrepreneurial process' ? Explain the qualities required by an individual for entrepreneurial success. 20
3. Explain the planning consideration you will carry out for setting up of a tourist transport business. 20
4. What is the concept of costing in tourist transport business ? Mention the classification of costs. Explain them with suitable examples. 20
5. Explain various stages in sales strategy formulation. 20
6. Explain economic regulation in tourist transport business. 20
7. What is the concept of car rental agency ? What is the present scenario of Rent-A-Car ? Explain marketing of Rent-A-Cab. 5, 5, 10

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8. Explain tourist transport market constraints. 20
9. Explain the role of the manager in tourist transport operations. 20
10. What do you understand by the term 'parking management' ? Explain the benefits of effective parking management. 20