

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, 2021

**MTM-14/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. What is the importance of transport in the promotion of tourism ? Substantiate your answer with suitable example. 20

2. Which entrepreneurial qualities are necessary for getting success in tourist transport business ? 20
3. Which type of funding options are available for the development of Land Passenger Transport Infrastructure in India ? 20
4. Describe the purpose of market segmentation in tourism marketing. 20
5. Discuss various components of tourist transport costing. 20
6. Write short notes on the following : 10×2=20
- (a) Economics of tourist transport management
- (b) Socio-cultural awareness of transport area
7. Describe different stages of sales strategy formulation for tourist transportation business. 20
8. Elaborate the importance of customer care in tourist transport operations. 20

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9. What are the different recruitment methods being practiced by tourist transport operators ?

20

10. Write short notes on the following : $10 \times 2 = 20$

(a) Kinds of leakages in transport business

(b) Management of leakages in transport business