

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

**Term-End Examination**

**June, 2022**

**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. Mention the four major modes of transport prevalent in India. Explain any one mode of transport and its importance in domestic tourism development. 20
2. Explain the management of tourist transportation system, with suitable example. 20
3. Explain the factors to be examined in order to forecast the potential of tourist transport business. 20

4. Mention the infrastructure in tourist transport.  
Explain any three of them. 20
5. Write short notes on the following in about  
300 words each : 2×10=20
- (a) Concept of Costing
- (b) Relationship between Price and Demand
6. Explain personal selling and its significance in  
tourist transport business. 20
7. Explain how you will achieve customer  
satisfaction in tourist transport operation. 20
8. Explain the leakages at the conceptual and  
operational levels in the transport business. 20
9. Explain how one can overcome tourist transport  
market constraints. 20
10. Explain the benefits of effective parking  
management. 20
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