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MTTM-14

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination

June, 2023

**MTTM-14 : TOURIST TRANSPORT MANAGEMENT
(ROAD TRANSPORT)**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. Justify the statement 'Transportation is Backbone of Tourism Business' with suitable examples. 20
2. Explain eight major steps involved in Tourist Transport Planning. 20
3. Explain Tourist transport infrastructure with suitable examples. 20
4. Explain the relationship between price and demand in tourism transportation business. 20

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5. Explain marketing mix in tourist transport business with suitable examples. 20
6. Explain sales strategies in tourism transport business. 20
7. Explain various managerial roles in tourist transport operations. 20
8. Explain the main responsibilities and essential functions of tourist transport operations. 20
9. Explain the concept of car rental agency. Name any *five* international car rental companies. 20
10. Explain how leakages affect tourist transport business with suitable examples. 20