

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2010

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. Each question carries equal marks.

1. How has the development of tourist transport helped in the growth of tourism through ages ? 20
2. What is the importance of segmenting the market for a tourist transport operator in India ? Give example. 20
3. Write short note on any two : 10+10
 - (a) Demand & supply Assessment.
 - (b) Car Rental operations.
 - (c) ITTA.
4. How would you recruit various staff members for your tourist transport operation business in India ? 20
What are required peculiar features in each level of staff ?

5. Do you think that the present motor vehicle Act has enough provisions to regulate motor vehicle operations in India ? Explain with examples. 20
 6. What is the significance of customer care in tourist transport business ? mention various measures adopted in this regard. 20
 7. Classify costs. What are the elements of costing in tourist transport business ? 20
 8. How would you finalise marketing strategies for your products in tourist transport business ? What kind of linkages & networking is required for this ? 20
 9. Do you agree with the statement that “private sector is the sole tourist transport provider in our country ?” Support your answer with suitable examples 20
 10. How would you forecast the demand for tourist transport during peak season ? 20
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