

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 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. Discuss various evolutionary stages of means of transport through the ages. 20
2. What are the various pricing options available to transport operator ? What is its relationship with Demand ? 20
3. Write short note on *any two* : 10+10
 - (a) Customer care in Road Transport.
 - (b) Maintenance Facility.
 - (c) Human Resource Development in Transport Operations.
4. Write an essay on Car Rental Services in India. 20

5. Discuss the role of private sector in tourist transport system. 20
 6. What are the various infrastructure and capital requirements for setting a tourist transport business at a small level ? 20
 7. Discuss the role of Indian Tourist Transport Associate (ITTA) in promoting the causes of transport business at lower level. 20
 8. Why personal selling tend to play an important role in tourist transport operation business ? Give relevant examples. 20
 9. As a Senior Manager of tourist transport business what steps would you plan to upgrade the skills of your frontline staff ? 20
 10. How would you forecast the demand for tourist transport during peak season ? 20
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