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**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions in about 600 words.*

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1. Explain the role and importance of transportation in the growth and expansion of tourism activities. **20**
  
2. Write an essay on infrastructural requirement in designing and developing Tourist Transport. **20**
  
3. What is the role of Customer Care in Transport Operations ? **20**
  
4. What do you understand by Motor Vehicle Act and Central Motor Vehicle Rules ? Which one of these two is more important for the tourism business and why ? **10+10=20**

5. Write short notes on *any two* of the following : **10x2=20**
- (a) Pricing in Tourist Transportation
  - (b) Tourist Permits
  - (c) Chauffer Driven Car
6. Enumerate the government guidelines to be approved as a Tourist Transport operator. **20**
7. Define Leakages. How will you manage leakages in Transportation Business ? Support your answer with appropriate situations. **5+15=20**
8. How will you use market segmentation approaches in tourist transport operation ? Give relevant examples. **20**
9. Enumerate the managerial functions in a Transportation Business. **20**
10. What are the qualities and skills you will look for while selecting a tourist coach and tourist taxi driver ? **10+10=20**
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