

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

December, 2006

MTM-14 : TOURIST TRANSPORT MANAGEMENT (ROAD TRANSPORT)

Time : 3 hours

Maximum Marks : 100

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

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1. Discuss the significance of transportation in tourism. 20

 2. How would you plan for establishing your own tourist transport business ? 20

 3. Write about 300 words each on any **two** of the following : 10+10
 - (i) Cost Classification
 - (ii) Customer care
 - (iii) Promotion policies in tourist transport business

 4. Write an essay on car rental agency operations. 20

 5. Segment the tourist transport market. 20

 6. Mention the role of personal selling in tourist transport business. 20

7. Discuss the work patterns in tourist transport business.
Mention the managerial roles in this regard. 20

8. Why is the knowledge of transport laws and regulations
essential for a manager ? 20

9. How would you manage leakages in tourist transport
business ? 20

10. Make a training and briefing plan for drivers working under
you. 20