

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2006

MTM-14 : TOURIST TRANSPORT MANAGEMENT (ROAD TRANSPORT)

Time : 3 hours

Maximum Marks : 100

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

1. Define tourist transport system. Are they interdependent in tourism ? 20
2. Develop a business plan for starting tourist transport business of your own. 20
3. Mention the infrastructure required for tourist transport (road) business. 20
4. Segment the market for a tourist transporter. 20
5. Discuss the various costs to be met by a tourist transporter. Work out the operating cost of a vehicle of your choice. 20

- 6.** Write notes on any **two** of the following in about 300 words each : **10+10**
- (i) Selling in tourist transport business
 - (ii) Customer care
 - (iii) Socio-cultural awareness
- 7.** How would you as a manager manage a tourist transport company ? **20**
- 8.** Write an essay on rent-a-cab scheme. **20**
- 9.** How would you manage leakages in tourist transport business ? **20**
- 10.** Write an essay on recruitment of drivers. **20**