

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

December, 2007

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

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the role of transport in the changing scenario of tourism trade. 20

2. What do you mean by Infrastructure in tourist transport ? Discuss its components. 20

3. Briefly describe the stages involved in sales strategy formulation for tourist road transport company. 20

4. Do you think that the present Motor Vehicle Act has to be amended ? If yes, suggest the amendments. 20

5. What is Rent-a-Cab scheme ? Discuss the marketing strategy of Rent-A-Cab. 20

6. Describe the kinds of leakages that occur in tourist transportation business. How can these leakages be managed ? 20

- 7.** For a successful tourist transport manager, what qualities does a person require ? . 20
- 8.** What is permit in tourism transport ? Write a small note. 20
- 9.** Write short notes on : 10+10
- (i) Costing in Taxi Business
 - (ii) Taxi Services operations
- 10.** How do you recruit drivers for tourist transport business ? 20