

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 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 evolutionary stages of means of transport through the ages. 20

2. Discuss the role of private sector in tourist transport system. 20

3. How should you segment the market for road tourist transport ? 20

4. Do you think that existing motor vehicle legislations are sufficient to promote tourists' movements by road transport ? Support your answers with relevant examples. 20

5. Write short notes on any **two** of the following in about 300 words each : 10+10
- (a) Taxi services
 - (b) Product designing
 - (c) Components of costing
6. What do you understand by the concept of Rent-a-car ? Discuss various complexities associated with it. 20
7. Discuss important roles of a manager/supervisor in tourist transport business. 20
8. Define Leakages. What are its types ? How can you manage them ? 20
9. What factors would you consider while forecasting the demand for tourist transport ? 20
10. Discuss the importance of customer care in tourist transport operations. 20