

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT
(MTTM)**

Term-End Examination

December, 2024

**MTTM-14 : TOURISM TRANSPORT OPERATIONS
(ROAD TRANSPORT)**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Explain the advantages of Road Transportation in developing domestic tourism over other modes of transportation in India. 20
2. Explain the role of customer care in successful operation of tourist transport business. 20

3. Write short notes on any *two* of the following :

2×10=20

- (a) Pricing in tourist transportation
- (b) Rent-a-car

4. Discuss the recruitment process for different level of staff in tourist transport business. 20

5. Define the term 'personal selling'. Explain the significance of personal selling in tourist transport business. 20

6. Write notes on any *two* of the following :

2×10=20

- (a) Market segmentation in tourist transport business
- (b) Managing leakages in transportation business

7. Explain the linkage that exists between different service providers in tourism business. Support your answer with suitable example. 20

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8. Explain various challenges associated with the management of parking. 20
9. Explain the provisions of main laws relating to operation of tourists transport business in India. 20
10. Explain various stages applicable in sales strategy formulation in tourist transport business. 20

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