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MTTM-14

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

**Term-End Examination
December, 2025**

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

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any **five** questions in about
600 words each. All questions carry equal
marks.

1. Write short notes on the following in about
300 words each : 2×10=20
 - (a) Water Transport
 - (b) Air Transport
2. What is the role of customer care in
transport operations ? Elaborate with
suitable examples. 20

3. Write an essay on infrastructural requirement in designing and developing tourist transport. 20
4. Define Leakages. How will you manage leakages in transportation business ? Support your answer with suitable examples. 20
5. Explain as an entrepreneur, how you will plan and set up a tourist transport business ? 20
6. What do you understand by marketing mix ? Explain the application of marketing mix in tourist transport operation. 20
7. Discuss recruitment process in tourist transport operation. Support with examples. 20
8. Define personal selling. Explain the significance of personal selling in tourist transport business. 20
9. Discuss the role of private sector in tourist transport system. 20

[3]

10. Write short note on the following in about

150 words each :

4×5=20

- (a) Rent-a-Cab Scheme
- (b) National Permit
- (c) Passenger Amenities provided by Indian Railways
- (d) Sales Strategy Formulation

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