

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

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the role and importance of road transportation in the growth and expansion of tourism activities. 20
2. Write short notes on any *two* of the following in about **300** words each : 2×10=20
 - (a) Pricing in tourist transportation
 - (b) Tourist permits
 - (c) Chauffer driven car

3. How will you use market segmentation approaches in tourist transport operation ?
Give relevant examples. 20
4. What are the qualities and skills you will look for while selecting a tourist coach and tourist taxi driver ? Elaborate. 20
5. Write short notes on any *two* of the following in about **300** words each : $2 \times 10 = 20$
- (a) Parking management
 - (b) Multimodal transport
 - (c) Personal selling
6. Explain the concept of car rental agency.
Enlist some of the multinationals operating Rent-a-car scheme in India. 20
7. What is customer care ? What are the various steps in complaint handling ? 20
8. What do you understand by sales strategies ? Explain the stages in sales strategy formulations. 20

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9. Write an essay on Historical Development of Air Transport in India. 20
10. What do you understand by Demand Assessment ? Explain the relationship between Price and Demand. 20

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