

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

**Term-End Examination
June, 2026**

**MTTM-014 : TOURIST TRANSPORT
MANAGEMENT (ROAD TRANSPORT)**

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Write short notes on the following in about
300 words each : 10+10
 - (a) Water Transport
 - (b) Air Transport
2. Explain the concept of Car Rental Agency
and marketing of Rent-A-Cab. 20
3. What are the different recruitment methods
being practised by tourist transport
operators ? Discuss. 20

4. Explain the tasks and duties of a taxi driver. What qualities will you look for during recruitment and selection of a taxi driver ? Describe. 10+10
5. Write short notes on the following in about **300** words each : 10+10
 - (a) Demand assessment for tourist transport
 - (b) Relationship between price and demand
6. Define transport infrastructure. Elaborate various kinds of vehicles as an important source of infrastructure. 20
7. Discuss the role of manager in tourist transport operation. 20
8. Explain marketing mix in tourist transport business with suitable examples. 20
9. Write short notes on the following in about **300** words each : 10+10
 - (a) Tourist permits and authorization fees
 - (b) Conditions of tourists permits
10. Explain the significance of road transport in tourism promotion. 20

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