PAPER ID-311705

Subject Code: RMT304

Roll No: | | | | | | | | | | | | | |

MBA

(SEM III) THEORY EXAMINATION 2020-21

TOURIST TRANSPORT MANAGEMENT

Time: 3 Hours ***Total Marks: 70***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14

a.	Describe the linkage between tourism and transport.
b.	What are the modes of transport available for tourist?
c.	Define air charters in India.
d.	What is a Hovercraft?
e.	What do you mean by Surface Transport System?
f.	Define Cargo Tariff.
g.	Write two uses of Water Transport in India.

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21

	Read the following case carefully and answer the questions which asked in last
	When Goyal and his wife, Anita, started Jet in 1993, state-run Air India was the only formidable opponent, and the country's aviation market was just taking off. Goyal's pitch was ensuring the country's biggest private carrier had impeccable service - a world-class product built in India. Jet's problems began when it embarked on an aggressive international expansion plan, said an industry exe cutive who has been associated with the airline. The carrier ordered 22 wide-body aircraft for delivery over about 18 months, starting in 2006, depleting cash. Then Jet bought a struggling Indian airline called Sahara for 14.5 billion rupees ($209 million) in 2007 that had an ageing fleet and did not fit Jet's corporate culture. Meanwhile, a newcomer, low-cost carrier IndiGo, had begun chipping away at Jet's market share with cheap fares. In 2013, Jet was close to running out of cash, but survived collapse when Abu Dhabi's Etihad Airways bought a 24 percent stake in the Indian airline. As part of the deal, Etihad also bought three pairs of Jet's landing slots at London's Heathrow airport and 51 percent stake in its frequent flyer program. To compete with low-cost carriers, Jet has lowered prices without reducing its expensive services. High fuel prices and hefty taxes have compounded the spending issues. Jet had been constantly incurring losses since 2007-08."Buying Sahara was a big strategic mistake by Jet. This happened at a time when Jet was growing aggressively on the international front and facing tremendous competition in local market', said the India head of the Centre for Asia Pacific Aviation (CAPA). The first sign of real trouble in Jet became apparent in 2008 when Naresh Goyal entered into an operational tie-up with arch rival Vijay Mallya's Kingfisher. Questions:
a.	What was the reason behind the fall of Jet Airways?
b.	Explain the consequent effect of fall of Jet Airways.
c.	Describe the advantages of competitors in the above case.

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SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Explain the importance of transport in tourism.
(b)	How does the concept of a supply chain affect the analysis of the tourist's 'travel experience'?

4. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Explain and discuss about legal environment for air taxi operations in India.
(b)	Is the airport of the future likely to look considerably different in terms of design, internal organisation, layout and function?

5. Attempt any *one* part of the following: 7 x 1 = 7

(a)	What is Road transport documentation and insurance? Explain in detail.
(b)	Explain the growing concept of rent-a-car and tour coach companies in India.

6. Attempt any *one* part of the following: 7 x 1 = 7

(a)	Explain the types of cargo which can be transported by any mode. What are the modes of payment for cargo?
(b)	Write a short note on importance of Air Cargo.

7. Attempt any *one* part of the following: 7 x 1 = 7

(a)	What are Cruise Ships? How do they operate? Explain
(b)	Write an explanatory note on origin and development of Sea Travel