



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-2/TTM-201/2012

2012

TRANSPORT IN TRAVEL & TOURISM

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

i) Where is the Trans-Siberian Railway situated ?

- | | |
|-------------|------------|
| a) China | b) Russia |
| c) Mongolia | d) Norway. |

ii) The first scheduled airlines services in India started in

- | | |
|---------|----------|
| a) 1972 | b) 1932 |
| c) 1923 | d) 1946. |

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Discuss the objectives and functions of IATA. Explain the role of IATA in the development of Air transport.
8. Explain the concept of international luxury trains. Discuss the facilities and amenities provided by the orient express and Trans-Siberian Railways.
9. Discuss the prospect of "River Canal Boats" in the promotion of tourism in India. In your opinion which destinations in India can be promoted through River Canal Boats ?
10. Critically examine the present marketing strategies of Indigo Airlines.
11. "Transport is the key for development of tourism." Analyse the statement with special reference to India.

