



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-2/TTM-201/2013  
2013**

**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) Which mode of transport has led to the cultural unification of India to a large extent ?
- a) Road
  - b) Rail
  - c) Air
  - d) Both road & rail.
- ii) Headquarters of I.A.T.A. is in
- a) Manila
  - b) Montreal, Canada
  - c) Madrid
  - d) New York.







**GROUP - C**

**( Long Answer Type Questions )**

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

7. Explain the structure of the Cruise Industry. Discuss about main cruise lines and their ships. Explain cruise product features and product benefits.  $6 + 3 + 6$
8. What are the marketing strategies of Air India ? Give the details of each strategy in a nutshell.
9. When did the railways bring its operation in India ? How many railway zones exist today in our country ? What should the railways do to attract tourists to its fold ?
10. Write in brief the emergence of no-frill airlines in India. What are the marketing strategies of different airlines in India ?
11. Explain the water transport in India. Discuss about the major ports, minor and intermediate ports in India. Discuss briefly the importance of water transport in Kerala.

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