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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:

 $10 \times 1 = 10$

- 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.

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iii)		National Institute of	Avia	tion	Management and		
	Rese	earch is managed by			In Photograph (N°E) was bridge 2 and Excellent		
	a)	DGCA	b)	AAI			
	c)	ICAO	d)	WTO).		
iv)	The total Road network of India, in 2003 was nearly						
	a)	6.2 million km	b)	3.3	million km		
	c)	2⋅6 million km	d)	3·3 l	billion km.		
v)	The total number of dry docks in our country is						
	a)	20	b)	18			
	c)	64	d)	21.			
vi)	The Terminal Point of NH 1 is						
	a)	Amritsar	b)	Pesh	nwar		
	c)	Atari	d)	Dino	ligul.		
vii)	The Fairy Queen was a part of which of the following railway systems during the day of the British Raj?						
	a) North-Eastern Railways						
	b)	East India Railway					
	c)	British Railway					
	d)	Northern Railway.					
viii)	i) The number of domestic destinations of Air India is						
	a)	70	b)	68			
	c)	64	d)	50.			
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- ix) Transportation of passengers and baggage by air is known as
 - a) Air Lift

- b) Carriage
- c) Parcel fly
- d) Fly forward.
- x) The Rail Museum of India is located in
 - a) Ghatkopar, Mumbai
 - b) Varanasi
 - c) New Jalpaiguri
 - d) Chanakyapuri, New Delhi.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. Narrate the importance of rail transport for the purpose of tourism in India with the help of examples. Discuss something about Himalayan Queen. 2+3
- 3. State in brief the emergence of Trans-Siberian Railway & draw a route map of its operation.
- 4. What is fly cruise? Why is it useful?
- 5. What are air taxis? What are the peculiar features of their operations?
- 6. Write a short note on Palace on Wheels.

GROUP - C

(Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$

- Explain the structure of the Cruise Industry. Discuss about 7. main cruise lines and their ships. Explain cruise product features and product benefits. 6 + 3 + 6
- What are the marketing strategies of Air India? Give the 8. 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.

2007 4