

**ASSESSMENT # 8****Total Marks: 30**

**1.** Give short answers to the following questions: (21)

- i. What is the difference between full service and low cost airlines?
- ii. Outline the factors that should be taken into consideration when planning for tourists' transportation.
- iii. What is the necessity for planning transportation management?
- iv. Identify some important issues, which are crucial for deciding an organisation's structure.
- v. Suggest some ways of marketing transportation services.
- vi. How can one forecast transportation services?
- vii. Discuss the relationship between environment and transportation operations.

**Case Study** (9)

The tourist group was told to be ready by 6 A.M. as the coach had to be there by 6.10 A.M. The group was ready and waiting in the hotel lobby at 5.55 A.M. The coach arrived at 7 A.M. and the journey began at 7.15 A.M. The tourists ushered forth a sigh of relief. Suddenly, they found the coach at a petrol pump. It took another five minutes to get the gas tank filled. This hour delay upset the whole schedule and the tourists were very unhappy about the staff and the company. Though such a delay was unusual in the company's history but the tourists were the very least concerned with that.

Keeping the above situation in view, answer the following questions:

- Why are the tourists upset?
- How could this situation have been handled better?