

ASSESSMENT # 15

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 organization's structure.
 - v. Suggest some ways of marketing transportation services.
 - vi. How transportation services be forecasted?
 - 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 was 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 a collective sigh of relief. Suddenly, they found the coach at a petrol pump. It took another five minutes to get the gas tank filled. This one-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, the tourists in this instance were obviously not interested in past performance.

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

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