

C-0283

Sub. Code

91513

B.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Airline and Airport Management

MANAGEMENT PROCESS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Management.
2. Define Planning.
3. What is span of control?
4. Define Co-ordination.
5. Define Policies.
6. What is Centralisation?
7. Define Staffing.
8. What do you mean by directing?
9. Define Organising.
10. Who is a Manager?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Differentiate business from profession.

Or

- (b) Explain the objectives of business.

12. (a) Describe the nature of management.

Or

- (b) Explain the types of planning.

13. (a) Describe the types of span of control.

Or

- (b) Explain the merits and demerits of centralisation.

14. (a) Explain the methods of training.

Or

- (b) Explain scientific management.

15. (a) Explain the modern trends in management.

Or

- (b) Explain the levels of management.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about various business organisations.

Or

- (b) Enumerate Henry Fayol's fourteen principles of management.

17. (a) Explain the nature and purpose of planning.

Or

(b) Describe the types of decision making.

18. (a) Explain behaviour approach to management.

Or

(b) Describe the nature and purpose of directing.

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91514

B.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Airline and Airport Management

COMPUTER APPLICATIONS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term hardware and give examples.
2. Define the term directory and write command to create a directory in hard disk storage.
3. Write the command to find text in a document.
4. What do you mean by the term wizard? Give an example.
5. Draw the shapes assumed by mouse pointers in Excel during any two different operations.
6. Name any two charts supported by Excel.
7. How will you insert a new slide in Powerpoint presentation? Write shortcut command.
8. Write command to add a picture to your slide.
9. Write any two data types supported by Access database software.
10. What is meant by the term query?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Describe the history of computers.

Or

- (b) What are the major functions of an operating system? Explain briefly.

12. (a) Write different ways of selecting word, line, paragraph text in a word document.

Or

- (b) Explain spell check feature and its options in Word.

13. (a) Explain different formats for cell content.

Or

- (b) How will you print part of the worksheet? Write steps and printing options.

14. (a) Explain the capabilities of different Powerpoint slide views.

Or

- (b) Explain any two slide layouts and the contents you can add to them.

15. (a) Write the procedural steps to create a query with your own table of student data.

Or

- (b) Write the procedural steps to create a form that facilitates colourful data entry.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the characteristics of a computer and its generations.

Or

- (b) Explain all the options in table handling in Word.
17. (a) Illustrate the step by step procedure to create a chart in Excel with your own data.

Or

- (b) Illustrate the options in Powerpoint to handle images, perform animation and slide transitions.
18. (a) Write steps to create employee table and add queries. Generate a report containing data of all female employees.

Or

- (b) Write steps to create Powerpoint presentation slides to advertise courses in an educational institution.

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91515

B.B.A. DEGREE EXAMINATION, APRIL 2019

First Semester

Airline and Airport Management

ACCOUNTING FOR MANAGERS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define suspense account.
2. What is ledger?
3. What is cash book?
4. Write the proforma of profit and loss a/c
5. Define cost unit.
6. What are the functions of cost?
7. What is Inventory Control?
8. Define maximum level and remuneration.
9. What is standard costing?
10. Define cost volume profit analysis.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain different types of subsidiary books.

Or

- (b) Journalise the following transactions in the books of M.S Sneha Industries Ltd.

2014 Jan. Started business with cash Rs. 60,000

1

Jan. 4 Cash deposited into bank Rs. 10,000

Jan. 6 Goods purchased for cash Rs. 5,000

Jan. 13 Purchased furniture by cash Rs. 12,000

Jan. 20 Sold goods by cash Rs. 15,000 and on credit to Rubesh Rs. 30,000

Jan. 22 Received an account of Rs. 16,000 from Rubesh

Jan. 25 Paid Rent Rs. 10,500 by cheque

12. (a) Explain about the types of subsidiary books.

Or

- (b) Explain about double column and triple column cash book. Draw the proforma for both cash book.

13. (a) What are the classification of cost?

Or

(b) What are the merits and demerits of cost accounting?

14. (a) Discuss about remuneration and incentives.

Or

(b) What are the different methods using in stores control?

15. (a) Discuss about standard costing.

Or

(b) Explain the merits and demerits of budgeting.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) From the following Trial Balance of Hariharan as on 31.12.2017. Prepare Trading, Profit and Loss a/c and Balance sheet as on the above date:

Particulars	Dr. (Rs.)	Cr. (Rs.)
Capital a/c		1,20,000
Drawings	15,000	
Bills receivable	22,000	

Machinery	20,000	
Debtors and creditors	60,000	58,000
Wages	39,000	
Purchases	2,52,000	
Sales		3,55,000
Commission		5,500
Rent and taxes	6,000	
Stock on 1.1.17	90,000	
Salaries	10,500	
Travelling expenses	2,000	
Insurance	600	
Repairs	3,400	
Bad debts	3,500	
Furniture	9,000	
Returns	5,000 (sales)	2,000 (purchase)
Cash in hand and bank	2,500	
	<u>5,40,500</u>	<u>5,40,500</u>

Adjustments :

- (i) Stock on hand 31.12.17 was Rs. 1,00,000
- (ii) Create 5% provisions on debtors for doubtful debts.
- (iii) Prepaid insurance accounted to Rs. 100

- (iv) Wages outstanding was Rs. 1,000
- (v) Depreciation machinery by 5% and furniture by 10% p.a.

You are required to prepare trading, profit and loss a/c and balance sheet as on 31st Dec. 2017.

Or

- (b) What are the principles of Accounting.
17. (a) A manufacturing concern, which has adopted standard costing, furnished the following information.
- Standard material for 80 kg finished product :
110 kg.
- Price of materials Rs. 1 per kg
- Actual outputs : 2,20,000 kg
- Material output : 2,95,000 kg
- Cost of material : Rs. 2,62,000
- Calculate the :
- (i) Material usage variance
 - (ii) Material price variance
 - (iii) Material cost variance.

Or

- (b) Explain the preparation of cost sheet.

18. (a) Explain the issues in pricing of materials.

Or

(b) What is budgeting? Explain different types of budgets.

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91523

B.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Airlines and Airport Management

BUSINESS LAW

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define legal environment.
2. Write the meaning and definition of contract.
3. Define the sale of goods act and discuss its salient features.
4. Write the meaning of Transfer of property.
5. Explain the meaning and definition of company.
6. Who is promoter?
7. Define MRTP act.
8. Write few lines about SEBI.
9. Define foreign security.
10. What is valid and enforceable contract?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write the difference between an agreement and a contract.

Or

- (b) Write the rules of acceptance.

12. (a) Define goods and explain classification of goods.

Or

- (b) Explain the nature of contract of sale.

13. (a) Explain about registration of companies.

Or

- (b) Briefly explain about prospectus.

14. (a) Explain the aim and exceptions are related to proposals in MRTP act.

Or

- (b) Define the functions of board.

15. (a) Explain the foreign exchange management rules.

Or

- (b) Write the difference between void and voidable contract.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain about capacities of parties to create contract.

Or

- (b) Define agent. Briefly explain the duties of agent.

17. (a) Define companies and discuss the features of a registered company.

Or

- (b) Define articles of association. And discuss the alteration of articles.

18. (a) Explain the power, roles and guidelines of SEBI.

Or

- (b) Briefly explain the types and remedies for breach of contract.

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91524

B.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Airline and Airport Management

MATHEMATICS FOR MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all questions.

1. If $A = \{1, 2\}$ and $B = \{3, 4\}$ then find that $(A \times B) \cup (B \times A)$ and $(A \times B) \cap (B \times A)$.
2. If $A = \begin{bmatrix} 4 & 3 \\ 2 & 1 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$ state wheather $A - B = B - A$.
3. Mohan deposited Rs. 4,000 in a bank which gives simple interest at 6% p.a. He withdrew Rs. 3,650 after 3 years. How much is left in his account after 3 years?
4. If the first term of a geometric sequence is -5 and the common ratio is -2 , then the fifth term.
5. Discuss the limitation of statistics.
6. What are the advantages of graphical representation of graphical data?

7. The monthly incomes of 10 families in rupees in a certain village are given below.

Family :	1	2	3	4	5	6	7	8	9	10
Income :	85	70	10	75	500	8	42	250	40	36

Calculate Harmonic mean.

8. Calculate the median when mean and mode of distribution are 35.6 and 32.3 respectively.

9. Find out trend line by using the method of least squares and estimate the trend value for the year 2013.

Year :	2008	2009	2010	2011	2012
Production :	20	50	30	60	40

10. State any three features of index numbers.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Given

$$A = \{x \mid 1 \leq x \leq 5 ; x \in N\}$$

$$B = \{-1, 0, 3, 4\}$$

$$C = \{x \mid -2 \leq x \leq 3; x \in z\}$$

Verify that

$$A \cup (B \cap C) = (A \cup B) \cap (A \cup C).$$

Or

(b) If $A = \begin{bmatrix} 1 & 2 & -1 \\ -3 & 0 & 2 \\ 4 & 5 & 0 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 0 & 0 \\ 2 & 1 & 0 \\ 0 & 1 & 3 \end{bmatrix}$ verify that

$$(AB)^T = B^T A^T.$$

12. (a) In an arithmetic series the 7th and 9th terms are respectively 16 and 20 find n^{th} term.

Or

- (b) The difference between the compound interest and the simple interest on a certain sum of two years at 10% p.a. is Rs. 300 sum.

13. (a) Draw a Piechart to represent the following data :

Item :	A	B	C	D
Rs. :	240	160	80	200

Or

- (b) Explain the characteristics of statistics.

14. (a) Find the S.D. of 70, 80, 90, 60, 50, 40,95.

Or

- (b) Calculate the median.

C.I. :	600-625	625-650	650-675	675-700	700-725
f :	20	43	28	14	5

15. (a) What are the limitations of index numbers?

Or

- (b) Construct the consumer price index number for 2012 on the basis of 2009 from the following data by using method of weighted relatives.

Commodity	Quality consumed	Price in	
		2009	2012
A	100	8	12
B	25	6	7
C	10	5	8
D	20	15	18
	3		

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Part C $(3 \times 10 = 30)$

Answer all questions.

16. (a) If $A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$ then, prove that $A^2 - 4A - 5I = 0$,
Hence obtain A^{-1} .

Or

- (b) Solve by inverse method $\begin{cases} 3x - 2y + z = 4 \\ x + y + z = 8 \\ 2x + 3y - z = 3 \end{cases}$

17. (a) Calculate Karl Pearson's co-efficient of correlation.

x : 21 22 23 24 25 26 27 28 29 30

y : 40 39 39 35 34 34 34 31 28 25

Or

- (b) Explain the scope of statistics in business applications.

18. (a) Fit a straight line trend for the following series and estimate the value for 2004.

Year : 1997 1998 1999 2000 2001 2002 2003
Production of 60 72 75 65 80 85 95
steel :

Or

- (b) Compute Laspeyre's, Paasche's and Fisher's Ideal Index numbers from the following data.

Item	Base Year		Current Year	
	Price	Quantity	Price	Quantity
A	5	25	6	30
B	3	8	4	10
C	2	10	3	8
D	10	4	3	5

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91525

B.B.A. DEGREE EXAMINATION, APRIL 2019

Second Semester

Airlines and Airport Management

ORGANISATIONAL BEHAVIOUR

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the focus of organizational behavior?
2. Is it necessary to understand human behavior in the workplace?
3. Name some theories of learning.
4. Define learning process.
5. Is a group different from a team? Justify.
6. Mention the disadvantages of group decision making techniques.
7. Name any four leadership styles that you have come across.
8. Is a leader different from manager? Give reason.
9. What are the factors affecting organizational climate?
10. Mention some of the work stressors.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the nature and scope of OB In the field of management.

Or

- (b) Explain the contributions of various disciplines to organizational behavior.

12. (a) Describe any two theories of learning? Explain the process of learning.

Or

- (b) Explain Vroom's Expectancy Theory.

13. (a) Describe the types of communication with examples.

Or

- (b) Explain any two theories of leadership with illustration.

14. (a) Differentiate between formal and informal groups. How do they assist in employee behaviour change?

Or

- (b) How are group decisions made? What are the ways to make group decisions effective?

15. (a) Discuss the primary characteristics of organizational culture.

Or

- (b) Describe the approaches to manage organizational change.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Trace the development of organizational behaviour in historical perspectives.

Or

- (b) Explain the different models of organizational behavior.

17. (a) Compare and contrast Maslow's need hierarchy theory with Herzberg's two-factor theory of motivation.

Or

- (b) Differentiate leaders and managers. Explain the role of power and politics in any organization.

18. (a) How do people react to organizational change? Discuss the methods of overcoming resistance to organizational change?

Or

- (b) Critically evaluate the various interventions of OD.
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91532

B.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Airline and Airport Management

AVIATION INDUSTRY

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the types of aircraft?
2. Name any four aircraft manufacturers.
3. What is Military airport?
4. Define General Aviation.
5. What is RAMP?
6. How are the Human Remains handled?
7. What is Hijacking?
8. What is Ground handling?
9. Define Airport Security.
10. List out the various crisis at airport.

Part B**(5 × 5 = 25)**Answer **all** questions

11. (a) Describe the Evolution of Aviation.

Or

(b) Explain the significance of aviation industry in India.

12. (a) Describe about Airports Authority of India.

Or

(b) Explain the functions of IATA.

13. (a) Describe Airport Security Infrastructure.

Or

(b) Explain the handling of disabled passengers and stretcher passengers.

14. (a) Write a brief note on Airport Ramp Services.

Or

(b) Describe the customs and Immigration formalities.

15. (a) Explain the crisis Investigation methods and procedures.

Or

(b) Narrate the SOP for Bomb threat.

Part C $(3 \times 10 = 30)$ Answer **all** questions.

16. (a) Explain the issues and challenges in Aviation industry.

Or

- (b) Enumerate about the various aircraft manufacturers.

17. (a) Explain ICAO and its functions.

Or

- (b) Describe the Layout of Airport.

18. (a) Explain How to Mitigate Hijack crisis situations.

Or

- (b) Describe Airline Terminal Management in Detail.
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91533

B.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Airline and Airport Management

AVIATION ANCILLARY SERVICES

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is IATA?
2. What is outsourcing?
3. What is a baggage tag?
4. What is ground handling?
5. Define Screening.
6. What is baggage reconciliation?
7. Name equipments used for screening in airport.
8. Define cargo and name any two types of cargo.
9. What is airport management?
10. What is airway bill?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the advantages of outsourcing?

Or

(b) Briefly explain about IATA Ground Handling Council.

12. (a) Explain about handling of physically challenged person at the airport.

Or

(b) Explain passenger baggage handling from boarding gate to departure gate.

13. (a) Explain the cargo services at the import shed.

Or

(b) List out equipments used for handling cargo at airports.

14. (a) What is airline catering? Explain.

Or

(b) Explain about medical services and hospitality in airport.

15. (a) Explain the procedure for security screening.

Or

(b) Unauthorised access in airport is prohibited. Explain ways of controlling unauthorised access.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is meant by airway bill? Explain its functions.

Or

- (b) Explain Annex 17 S.A.R.Ps (Standard and Recommended Practices) in security.

17. (a) Explain airport operational activities.

Or

- (b) Narrate the roles and responsibilities of ground handler.

18. (a) What is Cargo? Explain various types of Cargo.

Or

- (b) What is passenger handling? Explain about specialized handling of various passengers in airline industry.

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91534

B.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Airline and Airport Management

AIRLINE AND AIRPORT ORGANISATION

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Aircraft Fleet?
2. List out the challenges in airline industry.
3. What is meant by crew management?
4. What is L.C.C?
5. Who is a Travel Agent?
6. How are unaccompanied minors are handled?
7. What are the scope of airport planning?
8. Who are the major players in Indian airline industry?
9. List out the benefits of Airport.
10. What is RAMP?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Describe the history of Aviation.
Or
(b) Narrate the functions of ICAO.
12. (a) Explain the Airline Crew Management.
Or
(b) Describe the Aircraft Handling Process in detail.
13. (a) Explain the Domestic departure formalities in the terminal.
Or
(b) Narrate the importance of flight safety.
14. (a) Write a short note on handling of disabled passengers and stretcher passengers.
Or
(b) Enumerate the role of Travel Agent.
15. (a) Write a brief note on DGCA.
Or
(b) Describe the different types of terminal design.

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Explain IATA and its functions.
Or
(b) Describe about the competition in Indian Airline industry.

17. (a) Explain the Terminal passenger flows in departure and arrival terminals.

Or

- (b) Describe Ground handling duties at an airport.

18. (a) Narrate the functions of airport.

Or

- (b) Explain the organization structure of an airline.
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91535

B.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Airline and Airport Management

ECONOMICS FOR EXECUTIVES

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is demand scheduled?
2. Write few lines about 'Giffen goods'.
3. Define cost and cost analysis.
4. Why MC curve is U-Shaped?
5. Write the assumptions of perfect competition.
6. What is called homogeneous product.
7. Define price discrimination.
8. Explain Nominal and Real wages.
9. Define Transaction motive and precautionary motive.
10. Define public utility. Give some major public utility services.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the types of demand.
- Or
- (b) Define elasticity of demand. Discuss about:
- (i) Price elasticity
 - (ii) Advertising and promotional elasticity of demand.
12. (a) Discuss the relation between short run average and marginal cost curves. Why they are U-Shaped?
- Or
- (b) Define revenue analysis and their concepts.
13. (a) Explain market structure and their determinants.
- Or
- (b) Define oligopoly and their benefits and limitations.
14. (a) Define profit. Explain their concept of profit.
- Or
- (b) Explain :
- (i) Risk bearing theory
 - (ii) Uncertainty bearing theory.
15. (a) Explain the responsibility of government towards business in India.
- Or
- (b) Discuss the problem of public sector enterprises.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Why is demand curve? Why demand curve slope downwards and explain exceptions.

Or

- (b) Define cost and write any 10 kind of costs.
17. (a) (i) Define long run total cost and average cost.
(ii) From the following information find out the amount of profit earned during the year using the marginal costing technique.

Fixed cost 2,50,000

Variable cost Rs. 10 per unit

Selling price Rs. 15 per unit

Output level 75,000

Or

- (b) Define Price discrimination and their examples. Discuss the types and tools of price discrimination.
18. (a) Explain the theories of profit.

Or

- (b) Explain MRTP. What are objectives and scope, Restrictive trade practices (RTPs)?

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91536

B.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Airline and Airport Management

PERSONALITY DEVELOPMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define listening.
2. What is observation?
3. What is group discussion?
4. What is goal orientation?
5. Define motivation.
6. What is creativity?
7. What is empathy?
8. What is communication skills?
9. Define job training.
10. Define leadership.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain barriers to listening.

Or

(b) What is positive outlook? Explain ways of developing it.

12. (a) What is emotional intelligence? Explain its advantages.

Or

(b) Explain blocks that affects our creativity.

13. (a) What are our time wasters? Explain.

Or

(b) Explain any three skills required for a manager.

14. (a) Explain the three steps for effective follow-up.

Or

(b) Explain the various illegal questions not to be asked in an interview.

15. (a) Explain the various types of interviews.

Or

(b) Explain the soft skills in details.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the various stages involved in listening process.

Or

- (b) How can a person improve his creativity? Explain briefly.

17. (a) Explain the qualities of a good leader.

Or

- (b) What are the various ways to develop effective listening skills? Explain briefly.

18. (a) Explain the various kinds of training for a cabin crew.

Or

- (b) What are the seven steps to success at an interview?

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Sub. Code

91537

B.B.A. DEGREE EXAMINATION, APRIL 2019

Third Semester

Airlines and Airport Management

YOGA FOR HUMAN EXCELLENCE

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Yoga.
2. How to make practicing of yoga?
3. How does Patanjali define yoga?
4. What are four types of yoga?
5. What are the eight limbs of yoga?
6. Write few lines about karma yoga.
7. Bhakti yoga — the path of devotion or divine love-
Explain.
8. What is mean by “GURU”?
9. What are the yogic principles?
10. What are the benefits of yoga?

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Describe the concepts aims and objectives of yoga.

Or

- (b) Describe yoga Bhagavat Gita.

12. (a) Explain any three paths of yoga.

Or

- (b) Explain method of teaching yoga and its techniques.

13. (a) Describe the benefits of physical exercise.

Or

- (b) Write benefits of yoga in physical education.

14. (a) Explain mudras and also explain its types.

Or

- (b) Explain the characteristics of Bandhas.

15. (a) Explain the method of Meditation.

Or

- (b) Describe the misconception of yoga.

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Briefly explain about Patanjali's yoga sutra.

Or

- (b) Briefly explain about Thirumoolar Thirumanthiram in yoga.

17. (a) Explain eight limbs of yoga.

Or

(b) Explain ten principles of yogic practices.

18. (a) Yoga is a disciplined way of life-Discuss.

Or

(b) Describe any three schools of Meditation.

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91542

B.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Airline and Airport Management

**PRINCIPLES OF AIRLINE AND AIRPORT
MANAGEMENT**

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Name the pioneers who flew in air for the first time.
2. Expand IATA, DGCA, AAI, ICAO.
3. What are the constituents of aviation industry?
4. Name the Head Quarters of ICAO and IATA.
5. Name the terminals in airport.
6. What is Runway?
7. What do you mean by customs and immigration checking?
8. Who are special passengers in Air port?
9. What is meant by PPP in airport?
10. What are airport charges?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Who are major stakeholders of Airports?
Or
(b) Evolve the history of air transport in India.
12. (a) State the functions of ICAO.
Or
(b) State the functions of IATA.
13. (a) What is meant by Airport Master Planning?
Or
(b) List out the activities of the three sides of Airport.
14. (a) What are the stages of passenger handling services?
Or
(b) What are the methods of security check in airports?
15. (a) Why are airport privatised in India? Give reasons.
Or
(b) Explain the different methods of privatisation of Airports.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the current challenges faced by Airline Industry in India.
Or
(b) What role does ICAO play in regulating air transportation in the world?

17. (a) Describe the activities taking place in the airside area of airports.

Or

- (b) What are the functions of DGCA in controlling airport management?

18. (a) Explain the recent trends in air transportation at international level.

Or

- (b) Argue for and against privatising airports in India.

C-0296

Sub. Code

91543

B.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Airline and Airport Management

AIR TRAVEL MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing.
2. What is meant by VISA?
3. What is meant by PESTE Analysis?
4. What is multimodal transport system?
5. Define flying time.
6. Define a Brand.
7. What is meant by Official Airline Guide (OAG)?
8. Define Relationship Marketing.
9. What are the uses of 'TIM' manual?
10. Mention the names of two Airport Associations.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Write briefly on the various transportation types .

Or

- (b) Write short notes on the significance of market segmentation in the Air passenger market.

12. (a) Write short notes on VISA formalities.

Or

- (b) Discuss briefly on Fleet and Schedules – Related product features.

13. (a) Write briefly on the components of Relationship marketing strategy.

Or

- (b) Write a short note on the structure of Air freight policy.

14. (a) Write briefly on the various information that can be obtained TIM.

Or

- (b) With an Illustration explain the calculation of Elapsed time, Ground time and flying time.

15. (a) Write short notes on Air traffic zones and approach areas.

Or

- (b) Discuss on the development of Airport planning process.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail on the various Airport operation.

Or

- (b) Elaborately explain on the significance of passport, VISA and Health documents for International travel.

17. (a) Discuss the various aspects of PESTE Analysis in detail.

Or

- (b) Describe in detail on the various Brand building strategies in the Airline Industry.

18. (a) Discuss elaborately on the significance and growth of air transport and also on the roles and responsibilities of various Airport Associations.

Or

- (b) Write in detail on the various distribution channel strategies.

C-0297

Sub. Code

91544

B.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Airline and Airport Management

LOGISTICS AND AIR CARGO MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define J.I.T.
2. What s M.R.P.?
3. Define Inbound logistics.
4. Define Price.
5. What is Global supply chain?
6. What is "AIR CARGO"?
7. What is valuation and disbursement charges?
8. What is Perishable Cargo? Give examples.
9. What is S.L.I.?
10. What is Airway bill?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain factor influencing the growth of logistics.
Or
(b) What are the objectives of inventory management?
12. (a) Explain various kinds of pricing.
Or
(b) What is a warehouse? Explain its roles.
13. (a) Explain strategy formulation and implementation in global supply chain.
Or
(b) What is T.Q.M.? State and explain its advantages.
14. (a) Discuss the environmental issues affecting logistics.
Or
(b) Explain air cargo tariff, rates and valuation charges.
15. (a) Explain the functions of airway bill.
Or
(b) Explain facilities used in airport for handling cargo.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about various types of air cargo and methods of handling them.
Or
(b) Explain various documents used in International air cargo.

17. (a) What are the quality concepts for improving logistics performance?

Or

(b) Explain the emerging trends in air cargo and cargo carriers.

18. (a) Explain environmental factors affecting global supply chain.

Or

(b) Explain trends in material handling.

C-0298

Sub. Code

91545

B.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Airline and Airport Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term 'customer satisfaction'.
2. What is meant by transactional marketing approach?
3. What do you mean by customer divisibility in CRM?
4. What is meant by life time customer value?
5. What do you mean contact management system?
6. State the meaning of customer loyalty programme.
7. What do you mean by benchmark?
8. State the meaning of data warehouse.
9. What is meant by data base marketing?
10. Differentiate data ware house and data mining.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain strategies adopted in relationship marketing.

Or

- (b) Describe the techniques of building customer relationship.

12. (a) List out the strategies adopted to retain customer.

Or

- (b) Explain the strategies adopted to acquire a customer.

13. (a) Define 'customer value' and explain its characteristics.

Or

- (b) Describe the types of CRM metrics.

14. (a) What do you mean by data base marketing? Explain its features.

Or

- (b) What are the informations included in customer data base?

15. (a) What are the sources of data in data base marketing?

Or

- (b) Explain the techniques of sales force automation.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the stages of customer life cycle.

Or

(b) Why and how are customer divided for the purpose of CRM?

17. (a) Explain characteristics of entertainment marketing.

Or

(b) What is customer value? Explain how are customer classified according to value.

18. (a) How does culture change affect CRM? Suggest strategies to match culture and CRM.

Or

(b) 'To the marketer, the customer is the king'. Discuss the importance of customer for a successful marketing practice.

C-0299

Sub. Code

91546

B.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Airlines and Airport Management

TRAVEL AGENCY OPERATIONS

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define a travel agent.
2. What is meant by check in formality?
3. What is meant by tour package?
4. Define free baggage allowance.
5. What are global indicators?
6. Define a passport.
7. What is meant by ramp area?
8. Write on the uses of OAG.
9. List any two objectives of IATA.
10. Define an airline.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write briefly on the VISA requirements.

Or

- (b) Write a short notes on the procedure for obtaining a passport.

12. (a) Write short notes on the roles and responsibilities of tour operators.

Or

- (b) Discuss briefly on the pricing of tour packages.

13. (a) Discuss the various airport handling functions.

Or

- (b) Write briefly on the genesis, aims of objectives of ICAO.

14. (a) “Discover India”. Discuss briefly.

Or

- (b) Discuss briefly on the procedure for handling delayed flights.

15. (a) Describe briefly on the significance of domestic tourism to the economy of our country.

Or

- (b) Write short notes on airlines terminal management.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define baggage. Explain the procedures for international baggage handling with emphasis on the legal liabilities of passenger and baggage.

Or

- (b) “Exploring New destinations for tourism growth”– Elaborate in detail.
17. (a) What are the various documents required for international travel? Explain the procedures for obtaining the documents.

Or

- (b) Explain in detail about the tour operators business.
18. (a) “The role of a travel agent as an intermediary in travel business”– Discuss.

Or

- (b) Discuss in detail the international departure formalities.
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C-0300

Sub. Code

91547

B.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Airline and Airport Management

RETAIL MANAGEMENT

(2016 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by retailing?
2. What are the elements of retail units?
3. State the meaning of business vision and mission.
4. What do you mean by vertical integration?
5. What is the meaning of layout of store?
6. Who is a retail customer?
7. State the meaning of morning store.
8. What is meant by USP?
9. Differentiate acquisition and merger.
10. State the meaning of global retailing.

Part B**(5 × 5 = 25)**Answer **all** questions.

11. (a) Write a note on targetting and positioning.

Or

- (b) List out the different types of retailers.

12. (a) What is mail order business? State its merits and demerits.

Or

- (b) What are the location based classification of retail store?

13. (a) List out the factors determining the location of retails unit.

Or

- (b) Explain the visual merchandising techniques.

14. (a) State the need for exterior and interior decoration of retail store.

Or

- (b) What are the key drivers of retail changes in India?

15. (a) What are the challenges faced by retailers due to globalisation?

Or

- (b) Explain the recent trends in Indian retail sector.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the factors influencing retail business.
- Or
- (b) Explain the factors influencing the retail life cycle.
17. (a) Explain the various types of layout for setting a retail unit.
- Or
- (b) What are the routes through which foreign direct investments are flowing into retail business into India?
18. (a) Explain the factors affecting global retail strategy.
- Or
- (b) 'The retail industry in India is highly un-organised'
- Comment.
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