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<b>Sub. Code</b>
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<b>91513</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Airlines and Airport management**

**MANAGEMENT PROCESS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define profession?
2. What is sole proprietorship?
3. Who is Karta?
4. Define public utility?
5. Give a two difference in private limited and public limited?
6. Define staffing?
7. Define selection?
8. Define direction?
9. Define controlling?
10. What is scalar chain?

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

11. (a) Explain the functions of business?

Or

(b) Identifying the levels of management and skills of management?

12. (a) Explain the merits of functional organizations?

Or

(b) Explain the elements of scientific management?

13. (a) Explain the types of span of control?

Or

(b) Explain the role of committees?

14. (a) Explain the steps in delegation?

Or

(b) Explain the recruitment procedure?

15. (a) Explain the process of directing?

Or

(b) Explain the types of coordination?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the objectives of business?

Or

(b) Discuss the need of effective centralization. Also explain the advantages and disadvantages of centralisation?

17. (a) Briefly explain the 14 principles of management?

Or

(b) Explain the organizational structure?

18. (a) Explain the purpose and process of training?

Or

(b) Explain the source of recruitment and its merits and demerits?

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Airlines 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 Computer.
2. Write the generations in computer evolution.
3. What is the purpose of Cut and Paste commands in Word?
4. How will find the words starting with the letter A in your document? Write steps.
5. Write steps to delete, insert rows and columns in an existing worksheet with data.
6. Write steps to add a new worksheet and delete an old worksheet in a workbook.
7. What is meant by slide transition?
8. Write any two animation effects and their way of working.

9. Define the terms Table and Query.
10. How will you enter the condition to get data of employees getting salary more than 50,000 from an employee table?

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) Brief on the functions of an operating system.

Or

- (b) With a neat block diagram, describe the components of a computer.

12. (a) Write about Table handling commands in Word.

Or

- (b) Write about bulleted list and borders and shading in Word.

13. (a) List the different types of charts supported by Excel.

Or

- (b) Write different formatting options in Excel for numeric and date values.

14. (a) Write steps to do animation sequence with time intervals for different objects on a slide.

Or

- (b) Write steps to insert slide number, current date and time.

15. (a) Write short notes on different types of queries in Access.

Or

- (b) How two tables are related? Illustrate.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about computer and classify based on its speed of operation.

Or

- (b) Explain the features of any one computer language you know.

17. (a) Explain in detail about mailmerging a letter with data in a datasheet.

Or

- (b) List and explain various slide layouts supported by PowerPoint.

18. (a) Write steps to store student data REGNO, NAME, MARKS in 5 SUBJECTS. Write formula to find the total marks. Write steps to do the following:

- (i) Find maximum and minimum marks in each subject.
- (ii) Draw a bar chart between student name and total marks with legends and data labels displayed.

Or

- (b) Write steps in the wizard to create data report in Access to show the sales performance of different salesmen of a company. Assume sales values for different salesmen over a period of two months.

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Airlines and Airport Management**

**ACCOUNTING FOR MANAGERS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Accounting.
2. What is Trial Balance?
3. Define dual aspect concept.
4. List the types of cash book.
5. Define Cost Accounting.
6. What are the elements of cost?
7. Define cost sheet.
8. Define Minimum and Re-order level.
9. What is budgeting?
10. What is variance analysis?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the rules of double entry system?

Or

- (b) Pass the necessary journal entries in the books of Mrs. Vijaya.

Date	Particulars
2017 Apr 1	Vijaya started business with cash Rs.1,00,000 and cash deposited into bank Rs.75,000
Apr 2	Purchased Furniture from Raj Rs.20,000
Apr 5	Purchased goods worth Rs.6,000
Apr 10	Sold goods to vetri Rs.25,000
Apr 12	Purchased goods from vishal on account Rs.5,000
Apr 19	Received cheque from vetri Rs.20,000
Apr 25	Returned damaged goods to vishal Rs.1,500

12. (a) Explain about the types of cash book?

Or

- (b) Enter the following transactions in the single column cash book of Mr. Vetri:

		Rs.
2014	Balance of cash-in-hand	15,000
Apr 1		
Apr 8	Purchased goods for cash	3,200
Apr 15	Sold goods for cash	4,800



	Rs.
Apr 22 Received comission	650
Apr 27 Paid to Anush on a/c	7,150
Apr 30 Paid rent	600

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

Or

- (b) Discuss the functions of cost accounting.

14. (a) Explain the different types of remuneration.

Or

- (b) Write short notes on stores control.

15. (a) What do you understand by Marginal Costing?

Or

- (b) What are the types of cost variance analysis?

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain various accounting concepts and conventions in detail.

Or

- (b) From the following Trial Balance of Vyshak as on 31<sup>st</sup> March 2018, prepare Final Accounts:

Particulars	Dr	Cr
	(Rs.)	(Rs.)
Capital		1,86,000
Drawings	15,375	
Stock (1.4.2017)	17,280	
Sundry creditors		18,900
Sundry Debtors	43,500	
Machinery	60,000	
Patents	22,500	
Freehold Land	30,000	
Buildings	96,000	
Sales		2,96,340
Purchases	1,22,025	
Sales Returns	2,040	
Purchase Returns		1,500
Cash at bank	7,890	
Cash in Hand	1,620	

Particulars	Dr	Cr
	(Rs.)	(Rs.)
Insurance	1,800	
General expenses	9,360	
Salaries	45,000	
Wages	25,440	
Factory fuel and power	14,190	
Carriage on purchases	6,120	
Carriage on sales	9,600	
Rent		27,000
	<u>5,29,740</u>	<u>5,29,740</u>

The following adjustments are to be affected:

- (i) Stock on 31<sup>st</sup> March 2018 Rs.20,000
- (ii) 5% on sundry debtors is to be written off as bad.
- (iii) Salaries for the month of March 2018 amounting to Rs.4,500 were unpaid.
- (iv) Insurance include a premium of Rs.510 on a policy expiring on December 31, 2018.
- (v) Rent Rs.3,000 is accrued but not received.
- (vi) Depreciate machinery @ 5% and patents @ 20%.

17. (a) Difference between Cost Management and Financial Accounting.

Or

- (b) Discuss about cost classification and their concepts.

18. (a) Explain the different types of variance analysis.

Or

- (b) A manufacturing concern, which has adopted standard costing, furnished the following information:

Standard Material for 70kg finished product: 100kg.

Price of materials Rs.1 per kg.

Actual output : 2,10,000 kg.

Material used : 2,80,000 kg.

Cost of material : Rs.2,52,000

Calculate the

- (i) Material usage variance
- (ii) Material price variance
- (iii) Material cost variance

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. How an offer is made?
2. Write the meaning and definition of consideration.
3. Who is an agent?
4. When the termination of agency takes effect?
5. Write the meaning of Breach of contract.
6. Define valid and unenforceable contract.
7. What is called investment?
8. When central excise tax is applicable?
9. Define lawful consideration.
10. Define acceptance.

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

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

Or

- (b) Explain the kinds of consideration.

12. (a) Write the meaning of seller. And discuss their character, Rights of seller.

Or

- (b) Highlights the rights of Agent.

13. (a) Briefly explain about prospectus.

Or

- (b) Explain about kinds of shares.

14. (a) Define central excise rules and discuss liability for central excise.

Or

- (b) Explain the features of trade.

15. (a) Define law full consideration.

Or

- (b) Discuss the rules and regulation of Exports of goods and services.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Give the meaning of contract. Also discuss the essential of contract.

Or

- (b) Discuss in detail the relations of principal and agency

17. (a) Define contract of sale, Explain the nature and formation of contract of sale.

Or

- (b) Define Prospectus and explain when prospectus is not required to be issued.

18. (a) Explain objective and conditions of central excise and discuss about CST transaction forms.

Or

- (b) Explain

- (i) Void contract
- (ii) Voidable contract
- (iii) Illegal contract
- (iv) Valid contract
- (v) Unenforceable contract

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B.B.A DEGREE EXAMINATION, NOVEMBER 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. Define set and write their types
2. If  $A = \begin{bmatrix} 2 & 3 \\ -3 & 2 \end{bmatrix}$  and  $B = \begin{bmatrix} 1 & 2 \\ -2 & 1 \end{bmatrix}$  State Whether  $AB = BA$ .
3. A person borrowed Rs. 500 at the rate of 5% per annum SI. What amount will he pay to clear the deposit after 4 years?
4. Find the sum of  $1+2+4+8+\dots$  + upto 15<sup>th</sup> term. Find also the 15<sup>th</sup> term.
5. What is statistical enquiry?
6. Distinguish between diagram and graph in presentation of data in statistics.
7. What is meant by rank correlation? What are the methods of calculating coefficient of correlation?



8. Explain the Relationship between mean, median and mode.
9. State the componets of time series?
10. Define simple and composite Index numbers.

**Part B** (5 × 5 = 25)

Answer **all** questions

11. (a) Use Venn diagram to verify Demorgan's laws.

Or

(b) If  $A = \begin{bmatrix} 2 & -1 & 0 & 5 \\ 3 & 2 & 6 & -4 \end{bmatrix}$ ;  $B = \begin{bmatrix} 4 & 7 & 1 & 8 \\ -2 & 3 & 6 & 5 \end{bmatrix}$   
find  $2A + 3B$  and  $3A - 2B$

12. (a) A sum of money amounts to Rs. 20,800 in 5 years, Rs. 22,720 in 7 years. Find the principal and the rate of simple interest?

Or

- (b) In a flower garden, there are 23 rose. Plants in a first row, 21 in the second row, 19 in the third row and so on. There are 5 rose plants in the last row. How many rows are there in the flower garden.

13. (a) Define statistics. List the objectives of statistics.

Or

- (b) Distinguish between classification and tabulation.

14. (a) Compute quartile deviation and its co-efficient from the following data.

X	15	25	35	45	55	65	75
f	3	2	7	9	12	6	3

Or

- (b) Calculate Co-efficient of skewness for the following data.

C.I	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
f	5	6	11	21	35	30	22	11

15. (a) Describe the method of semi average.

Or

- (b) Explain time reversal test.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) The sum of 3 numbers in G.P is 35 and their product Rs. 1000. Find the numbers.

Or

- (b) Find the inverse of the matrix

$$A = \begin{bmatrix} 2 & -1 & 1 \\ -1 & 2 & -1 \\ 1 & -1 & 2 \end{bmatrix}$$

17. (a) Explain briefly about the primary and secondary data.

Or

- (b) For the data compute regression equation X on Y and Y on X

X	146	152	158	164	170	176	182
Y	75	78	77	79	82	85	86

18. (a) Find correlation by rank method.

Scores in test X	Scores in test Y
21	12
25	15
35	24
24	20
16	8
18	15
25	20
16	16
38	26

Or

- (b) Calculate the cost of living index member from the following data:

Item	Base year price	Current year price	Weight
Food	39	47	4
Fuel	8	12	1
Cloth	14	18	3
Rent	12	15	2
Misc	25	30	1

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define organizational psychology.
2. Define individual differences.
3. What is intelligence test?
4. Define personality.
5. Define perception.
6. What is job satisfaction?
7. What is sociometry?
8. What is group cohesiveness?
9. Define training.
10. Define conflict.

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

11. (a) Explain scope of organizational psychology.  
Or  
(b) Explain the fundamental concept of organizational behavior.
12. (a) Explain the nature of personality.  
Or  
(b) Explain the factors determining job satisfaction.
13. (a) Explain the perceptual errors.  
Or  
(b) Explain the difference between financial and non- financial motivation.
14. (a) Explain the measurement of moral.  
Or  
(b) Explain the types of groups.
15. (a) Explain the nature of leadership.  
Or  
(b) Explain the merits of counseling.

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

16. (a) Briefly explain the factors affecting the individual behavior.  
Or  
(b) Explain the types of intelligence test and its advantage and disadvantage.

17. (a) Explain the Hawthorne experiments and its types.

Or

(b) Explain the objectives of sociometry and its branches. Give a constructing sociogram diagram.

18. (a) Explain the functions of supervisor and its qualities of good supervisor.

Or

(b) Explain the managerial grid and its merits and demerits.

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Airlines and Airport Management**

**AVIATION INDUSTRY**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Name various aircraft types.
2. What is cargo?
3. What is a civil airport?
4. Name various aircraft manufacturers.
5. Who is an unaccompanied minor?
6. Define airport security.
7. Define Baggage.
8. What is Human Remains?
9. What do you understand by the term 'situation awareness'?
10. Define 'skyjacking'.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the significance of aviation.

Or

(b) Describe the evolution of aviation.

12. (a) Write a note about Airports Authority of India.

Or

(b) Explain IATA and its functions.

13. (a) Describe Airport Security Infrastructure.

Or

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

14. (a) List out the customs and immigration formalities.

Or

(b) Write a brief note on Airside safety.

15. (a) Describe the crisis investigation methods and procedures.

Or

(b) Explain the SOP of Bomb Threat.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Issues and challenges in aviation industry.

Or

- (b) Discuss about the various aircraft manufacturers.

17. (a) Explain the functions of international Civil Aviation organisation.

Or

- (b) Describe the layout of airport with neat sketch.

18. (a) Explain the Airline Terminal Management in detail.

Or

- (b) Describe how to mitigate hijack crisis situations.

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Airlines 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 outsourcing?
2. What is a ground handler?
3. What is departure concourse?
4. Define Transit.
5. Define airway bill.
6. What do you mean by cargo?
7. What is meant by dissemination of information?
8. What do you understand by the term Airport management?
9. What is security screening?
10. Name the devices that are used for screening.

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

11. (a) Explain in detail about self handling and outsourcing ground handling services.

Or

- (b) Explain the ground handling procedure at the airport.

12. (a) Explain specialized handling of V.I.P and V.V.I.P.

Or

- (b) Explain about passenger handling at transit and arrival area in airport.

13. (a) Narrate the process of handling of perishable goods with example.

Or

- (b) Explain cargo services at export shed.

14. (a) Narrate about Inter-terminus transfer in airport.

Or

- (b) Write a brief note on airline catering.

15. (a) Explain the procedure for screening of passengers.

Or

- (b) Explain the duties and responsibilities of IATA Ground Handling Council.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the roles and responsibilities of ground handler.

Or

- (b) What are the various operations that takes place in airport? Explain.

17. (a) Enumerate the various types of cargo.

Or

- (b) Explain about security screening and infrastructure carried out in airport.

18. (a) What is access control? Suggest various ways of preventing unauthorised access inside the airport.

Or

- (b) Discuss the considerations to be followed while planning and designing for security at airports.

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Airlines 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 meant by Aircraft Fleet?
2. List out the challenges in Aviation Industry.
3. Define RAMP.
4. What is meant by Crew Management?
5. What is L.C.C?
6. What are the roles of Travel Agent?
7. Who are the major players in Indian Airline Industry?
8. What are the scope of airport planning?
9. List out the benefits of airport.
10. How the disabled passengers are handled?

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

11. (a) Describe the functions of IATA.  
Or  
(b) Narrate the History of Aviation.
12. (a) Explain about the Airline Crew Management.  
Or  
(b) Describe the Aircraft Handling process in detail.
13. (a) Explain the importance of flight safety.  
Or  
(b) Describe the International departure formalities in the Terminal.
14. (a) Enumerate the role of Travel Agent.  
Or  
(b) Write a short note on handling of unaccompanied minors and stretcher passengers.
15. (a) Explain the functions of DGCA.  
Or  
(b) Describe the organisational structure of an airline.

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

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

17. (a) Narrate the Passenger Terminal Flow Process in arrival and departure terminal.

Or

- (b) Explain the Ground handling duties at an airport.

18. (a) Explain the functions of Airport in detail.

Or

- (b) Narrate the Benefits and Disbenefits out of airport operations.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Airlines 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?
2. What do you understand by demand Curve?
3. What is Production Function?
4. Difference between Extension and Contraction of demand.
5. What is meant by Economics of Scale?
6. What is Market structure?
7. Define Oligopoly.
8. What is Price discrimination?
9. What is Economic Planning?
10. Define MRTP Act.



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

11. (a) Describe the types of demand.
- Or
- (b) Discuss the objectives of business firm.
12. (a) What are the assumptions of the Law of variable proportions?
- Or
- (b) Explain the factors of Productions.
13. (a) List out the characteristics of perfect competition.
- Or
- (b) What is oligopoly? Explain its features.
14. (a) Discuss the Risk bearing theory and write the Criticism.
- Or
- (b) What are the causes for differences in wages.
15. (a) Explain MRTTP act for restriction of Monopoly?
- Or
- (b) State the role of Government in business.

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

16. (a) Define Law of variable proportions. Explain their three stages.
- Or
- (b) What is demand and describe the factors influencing demand.

17. (a) What are the advantages of Oligopoly? Illustrate Low price determined under such market.

Or

- (b) Describe how wage is determined in the factor Market.
18. (a) Make an appraisal of the Monoploy commission report and the MRTTP Act.

Or

- (b) Explain the Liquidity preference theory. What are the Criticisms of this theory?
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Airlines and Airport Management**

**PERSONALITY DEVELOPMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Communication?
2. What is emotional Intelligence?
3. What is time management?
4. Define 'training'.
5. What do you understand by the term "Personality Development"?
6. What is mock interview?
7. What is positive outlook?
8. What is Resume?
9. What is Professionalism?
10. What is emotional competency?

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

11. (a) Explain various types of listening.

Or

(b) Briefly explain about observation.

12. (a) Explain how emotional competency can be measured.

Or

(b) Explain various ways in which you can set your personal goals.

13. (a) Explain the various leadership styles.

Or

(b) Explain the types of Motivation.

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

Or

(b) How is 'thank you letter' important? Briefly explain.

15. (a) What are the basic skills required for group discussion?

Or

(b) Write notes on the following terms:

(i) Group Discussion

(ii) Mock interview

(iii) Soft skills

(iv) Grooming and personal appearance

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is Communication barrier? Explain barriers that hinders effective communication.

Or

- (b) Explain various types of Interviews.
17. (a) Enumerate the ten blocks that affects the creativity of an Individual.

Or

- (b) Explain various ways in which an individual can develop a positive outlook.
18. (a) What is time management? Explain the importance of time management.

Or

- (b) Write a Resume with a cover letter for job application for the post of an airline cabin crew with airline of your choice.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Airlines and Airport Management**

**YOGA FOR HUMAN EXCELLANS**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Yoga.
2. Write any two benefits of asanas.
3. Define Niyama.
4. What is bhaktiyoga.
5. Define Suryanamaskar.
6. What is bandha.
7. Write any five benefits of meditation.
8. Define preparatory movements.
9. Define the concept of Vallalar meditation.
10. Write the benefits of Jala neti.

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

11. (a) Explain the scope of Yoga.

Or

(b) Describe the Yoga messages from Kuran.

12. (a) Explain pathanjalis eight limbs of Yoga.

Or

(b) Write short note on jnana Yoga.

13. (a) Explain ten principles of yogic practices.

Or

(b) Describe the benefits of physical exercise.

14. (a) Briefly explain the physiological benefits of Suryanamaskar.

Or

(b) Describe the technique of Sitalipranayama.

15. (a) Explain the technique of Trataka meditation.

Or

(b) Mention the benefits of Tamil Siddha meditation.

**Part C**

(3 × 10 = 30)

Answer all questions.

16. (a) Briefly describe the aim and objectives of yoga.

Or

- (b) Describe the yoga messages form Thirumoolar thirumanthiram.

17. (a) Describe Karma yoga and Hatha yoga.

Or

- (b) Explain the differences between yogasanas and physical exercise.

18. (a) Explain the types of pranayama and its benefits.

Or

- (b) Define Nauli, explain the technique and benefits.
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C-1038
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91542
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Airlines 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 pioneer who flew from Karachi to Bombay for the first time in India.
2. Differentiate Aerodrome from Airport.
3. Name the three sides of airports.
4. What is the chief aim of IATA?
5. What are ground handling services in airport?
6. List the activities taking place in city side of the airport.
7. What do you mean by boarding pass?
8. What is the difference between passenger terminal and cargo terminal?
9. What are aeronautical charges in airport.
10. What are non-aeronautical charges in airport.

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

11. (a) Trace the history of air transportation in India.

Or

- (b) Explain the role of Airports in the economic development of the country.

12. (a) What are the duties and responsibilities of KAO?

Or

- (b) What are the duties and responsibilities of IATA?

13. (a) Describe the Runway and Taxi way configurations of airport.

Or

- (b) Describe the organisational structure of airport with a chart.

14. (a) What are the various sectors in the airport? Explain three functions.

Or

- (b) Explain the procedure for handling special passengers in airport.

15. (a) What is meant by airport environment? Explain the role of Airport Authority of India in regulating airport environment.

Or

- (b) Name any four private airports in India and Explain how they are managed.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Examine the current challenges faced by airports in India.

Or

- (b) Compare the competitive strategies adopted by public sector airports and private sector airports.

17. (a) Describe the functions of Airport.

Or

- (b) Describe the passenger handling procedure in airports.

18. (a) What are the merits and demerits of privatising airports

Or

- (b) Write short notes on : Airport slot right and Air Traffic control.

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<b>C-1039</b>
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<b>Sub. Code</b>
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<b>91543</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Airlines and Airport Management**

**AIR TRAVEL MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define market segmentation.
2. What is a passport?
3. List Michel poster's five factors.
4. What is meant by TIM. (Travel Information Manual)
5. Define Elapsed time.
6. What is the function of OAG. (Official Airline Guide)?
7. What is meant by marketing mix?
8. Define an Airport terminal.
9. What is a Distribution channel?
10. What is meant by Air freight?

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

11. (a) Write short notes on Airline business.

Or

- (b) Write briefly on the significance of marketing principles to Airline management.

12. (a) Describe briefly the procedures to obtain a passport.

Or

- (b) Explain briefly on the cost leadership strategy.

13. (a) Write short notes on 'Uniform' and 'Differential' pricing with relevant examples.

Or

- (b) Discuss the Brand building strategies in the Airline industry with examples.

14. (a) Discuss briefly on the various Aircraft types.

Or

- (b) "TIM is an important resource of information for travel professionals". Discuss.

15. (a) Write a brief note on the Airport system planning process.

Or

- (b) Write briefly on the various classification of airports.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss on the various travel documents required for international travel.

Or

- (b) Write in detail on the implication of Michel poster's five factors in the Airline Industry.

17. (a) Write elaborately on the “common mistake” in Airline business and market strategies.

Or

- (b) Define a travel agency. Discuss in detail on the travel agency distribution system.

18. (a) Discuss in detail the various airline pricing strategies.

Or

- (b) Write in detail about the significance of PESTE analysis in the Airline marketing environment.
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**C-1040**

**Sub. Code**

**91544**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Airlines 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. What is logistics?
2. What is S.L.I?
3. Define deregulation.
4. Define warehouse.
5. What is T.Q.M?
6. What are the documents used in air cargo?
7. What is special cargo? Give example.
8. What is air cargo tariff?
9. What is Airway Bill?
10. What is cargo carrier?

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

11. (a) Explain environmental and marketing issues affecting logistics.

Or

- (b) Explain the models used in inventory management.

12. (a) Explain the role of warehousing.

Or

- (b) What is product packaging? State the advantages.

13. (a) Explain the international documents that are used in global supply chain.

Or

- (b) Explain ways of improving logistics performance.

14. (a) Explain Industry regulations on air cargo.

Or

- (b) Explain handling of perishable, valuable and special cargo.

15. (a) Explain cargo activities at the airport and cargo zone.

Or

- (b) What is cargo terminal? Explain the facilities used at cargo terminal.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the advantages of logistics in global organization.

Or

- (b) Elaborate the various trends in material handling.

17. (a) Explain various components of logistics.

Or

- (b) What is airway bill? Explain its functions and purpose.

18. (a) Explain the emerging trends in cargo and cargo carriers in India.

Or

- (b) Explain the marketing and logistics channels in detail.

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<b>C-1041</b>
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<b>Sub. Code</b>
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<b>91545</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Airlines and Airport Management**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define 'Relationship marketing'.
2. State the meaning of customer life cycle.
3. What is meant by customer Relationship management?
4. State the meaning of customer equity.
5. What is the meaning of sales Force Automation?
6. What do you mean by Enterprise marketing management.
7. State the meaning of customer value proposition.
8. What is meant by data base marketing?
9. What do you mean by data mining?
10. State the meaning of prospect data base.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Bring out the advantages and limitations of Relationship marketing.

Or

- (b) Why do companies want to maintain relationship with customers?

12. (a) Explain the features of CRM.

Or

- (b) What are the major causes for customers defecting to another seller?

13. (a) Define contact management and explain its objectives.

Or

- (b) How do companies provide customer loyalty programme?

14. (a) List out the benefits of SFA.

Or

- (b) What is the meaning of bench marking? Explain its significance in CRM.

15. (a) List out the steps adopted in vendor selection.

Or

- (b) Enumerate the advantages and disadvantages of data mining.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the six–market frame work of relationship marketing.

Or

- (b) What is meant by customer life time value and customer equity.

17. (a) Explain the merits and demerits of contact management.

Or

- (b) How will you identify customer value activities?

18. (a) What are the advantages and disadvantages of data ware housing?

Or

- (b) Briefly describe the data mining techniques and methods.

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<b>C-1042</b>
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<b>Sub. Code</b>
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<b>91546</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write the difference between a checked baggage and unchecked baggage.
2. Who is a Tour operators? Mention at least two leading tour operators at the Global level.
3. Define a Travel Agent.
4. What is meant by Tourism?
5. Define check – in formality.
6. Write the full form of TAAI.
7. List two important objectives of IATA.
8. Define VISA.
9. What is meant by Airline Terminal?
10. Mention at least four Global Indicators.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write short notes of pooling of Baggage and allowances with illustrations.

Or

- (b) Explain briefly on the significance of passports.

12. (a) Write short note son TAAI.

Or

- (b) Briefly explain Air Taxi operations.

13. (a) “DISCOVER INDIA” Discuss briefly.

Or

- (b) Write short notes on Ramp handling and Ramp safety procedures.

14. (a) Discuss briefly about the preparation of tour brochures.

Or

- (b) Write briefly on the functions of Tour operators.

15. (a) Write briefly on the check – in formalities for International travel.

Or

- (b) Explain the process of handling delayed flights.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss elaborately on International travel documentation procedures.

Or

- (b) Write in detail on the roles and responsibilities of travel agents.

17. (a) Enumerate in detail on the Baggage regulations for International travel.

Or

- (b) Describe in detail the planning, preparation and operating conditions of Tour packages.

18. (a) Define Tourism Management. Explain the various aspects involved in Tourism management.

Or

- (b) Write elaborately on IATA Geography and Global Indicators citing relevant examples.

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**91547**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Airlines and Airport Management**

**RETAIL MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the meaning of retailing?
2. What are the elements of retail marketing mix?
3. What do you mean by Franchising?
4. What is meant by market penetration?
5. Define the term consumer behaviour.
6. What is visual merchandising?
7. What do you mean by FDI in retail?
8. What is meant by retail chain?
9. Who are Pedlers and Hawkers?
10. What is meant by strategic alliance in retailing?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the characteristics of retail business?

Or

- (b) Explain the nature of retail trade in foreign markets.

12. (a) What are the classification of retail business?

Or

- (b) Enumerate the merits and limitations of retail trade.

13. (a) Distinguish between super markets and Hyper markets.

Or

- (b) What are the factors determining the location of retail shop?

14. (a) List out the qualities of good store design.

Or

- (b) List the popular large scale retailing malls in India. How are they organised?

15. (a) List out the opportunities and threats in global retailing.

Or

- (b) What are the reasons for the entry of Foreign Direct Investment in retail trade in India.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate the functions of retailing.

Or

- (b) Explain in detail, the various types of general merchandise retailing.

17. (a) Explain the four types of growth opportunities available to retail business.

Or

- (b) Describe the organisations of large scale retailing in India.

18. (a) Enumerate the benefits and limitations of globalisation of retail trade.

Or

- (b) Explain the factors affecting the global retail trade.

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**C-1044**

**Sub. Code**

**91551**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Airlines and Airport Management**

**AIR CRAFT MAINTENANCE AND CREW  
MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the meaning of redesign?
2. What do you mean by MSG approach?
3. State the meaning of PPC.
4. What are the types of maintenance?
5. State the meaning of maintenance internal.
6. Differentiate crew resource from maintenance resource.
7. State the meaning of LOSA.
8. What do you mean by Aviation safety?
9. State the meaning of morning meeting.
10. Distinguish between automation and upgradation.

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

11. (a) Explain the role of engineers and mechanics in aircraft maintenance.

Or

- (b) Describe the organisational structure of production planning and control.

12. (a) List out the maintenance program documents.

Or

- (b) What are the functions of technical training regarding maintenance?

13. (a) Explain the basics of crew resource management.

Or

- (b) Explain the techniques of determining maintenance interval.

14. (a) What are the causes of incidents and accidents in airline operation?

Or

- (b) Describe the line maintenance program.

15. (a) List out the factors influencing individual performance.

Or

- (b) Describe the competency profile required by instructors of crew resource management.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Examine the impact of crew resource management in aircraft safety.

Or

- (b) Explain the importance of production planning and control on aircraft maintenance.

17. (a) Explain the measures adopted to ensure safety of air craft.

Or

- (b) Explain the training methods and standardisation process of CRM.

18. (a) What are the factors you would consider for selecting computers for CRM training?

Or

- (b) 'The aircraft and cabin crew should be made for each other. Both should support each other' - Discuss.
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<b>C-1045</b>
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<b>Sub. Code</b>
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<b>91552</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Airlines and Airport Management**

**AIRLINE MARKETING AND AVIATION SAFETY  
MANAGEMENT**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define 'sponsorship policy'.
2. What is an 'Aviation disaster'?
3. What is meant by 'Relationship marketing'?
4. Define a runway incursion.
5. List the various types of "Focus strategies" in the Airline industry.
6. Differentiate an "Advocate relationship" from a "Distroyter relationship".
7. Write the meaning of Direct operating cost.
8. Define mid-air collision.
9. List the various financial sources in the Airline business.
10. What is meant by "Air Freight"?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write briefly on porter's "five foxes" and their application to the airline industry.

Or

- (b) Discuss briefly about "Differentiation" Airlines with suitable examples.

12. (a) Explain briefly on the role of frequent flyer programmes in relationship marketing with examples.

Or

- (b) Write short notes on Airline advertising as an important marketing communication strategy.

13. (a) Write short notes on the strategies for labour cost reduction in Airline business.

Or

- (b) Discuss in brief "financial benefits Airline view".

14. (a) What are the causes for human errors in Aviation accidents?

Or

- (b) Write short notes on threat and error management techniques with reference to safety culture in Airlines.

15. (a) Explain briefly on the various aspects of "Airside discipline" to overcome aviation disaster.

Or

- (b) Write briefly on the causes of Aviation accidents.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) 'PESTE ANALYSIS' - a theoretical basis for the study of marketing environment. Discuss in detail.

Or

- (b) Discuss in detail on the investigation, Analysis and reporting procedure of major aviation disasters.
17. (a) Write elaborately on the various Airline marketing communication techniques.

Or

- (b) Give a detailed account on the significance of identifying and managing human errors to overcome aviation accidents.
18. (a) Enumerate on the revenue enhancement and cost reduction techniques in Airline business.

Or

- (b) Narrate in detail on the role of "strategic families" in Airline marketing.
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**Sub. Code**

**91553**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Airlines and Airport Management**

**AIR TRAFFIC CONTROL**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is runway incursion?
2. What is I.F.R?
3. Define aerodrome.
4. What is A.T.C?
5. What is secondary radar?
6. Explain RNAV.
7. What is lateral separation?
8. What is aerodrome reference point?
9. Define radar.
10. Define navigation.

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

11. (a) Explain the scope of A.T.C.
- Or
- (b) Explain meteorological support in AT.C.
12. (a) Explain air traffic services.
- Or
- (b) Explain vertical, lateral and longitudinal separation of aircrafts.
13. (a) Explain the use of radar in Area approach control service.
- Or
- (b) Explain basic radar terminology.
14. (a) Explain the physical characteristics of a runway.
- Or
- (b) Explain Aerodrome Basic terminologies.
15. (a) Explain visual and give examples of visual aid.
- Or
- (b) Write notes on :
- (i) Wind direction indicator
  - (ii) Landing direction indicator.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is marketing? Explain general marking requirements and various kinds of markings.

Or

- (b) Explain about flight information alerting services in detail.

17. (a) Explain the navigational aid that are used for landing and take off.

Or

- (b) What is Aerodrome data? Explain the physical characteristics and obstacles restricted in Aerodrome.

18. (a) What is separation? Explain various kinds of separation in air space.

Or

- (b) Explain visual aid for denoting obstacles.
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**C-1047**

**Sub. Code**

**91554**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Airlines and Airport Management**

**AIR TRANSPORT IN TOURISM**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Tourism.
2. What is meant by Itinerary?
3. Who is a travel agent?
4. Define customer service.
5. What is the full form of ICAO?
6. Write the currency names of Malaysia and Canada.
7. What are the various meal plans offered by hotels?
8. Mention the names of two renowned tourist attractions in India.
9. What is a Hotel? Give examples.
10. Mention the functions of an airport.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write shortly on the perception of tourism , world wide.

Or

- (b) Explain briefly on the principles, scope and operations of the travel and tourism industry.

12. (a) Write a short notes on one star to five star ratings in Hotels with relevant examples.

Or

- (b) Write short notes on hotel Room types, bedding types and meal plans.

13. (a) What is an Itinerary? Explain the steps involved in Itinerary preparation by citing relevant examples.

Or

- (b) Write a short note on global distribution system and its utilities.

14. (a) Write briefly mass tourism and adventure tourism.

Or

- (b) Explain about the impact of currency fluctuations and commission policies in the travel agency business.

15. (a) Discuss the objectives and aims and ICAO.

Or

- (b) Write briefly on the significance of tourism industry for the growth of Indian economy.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Enumerate in detail the various aspects of the Hotel industry.

Or

- (b) Write in detail on the various types of transportation.

17. (a) Define an airport. Elaborate on the various airport handling functions.

Or

- (b) Discuss in detail the festivals of India.

18. (a) Explain in detail about the important tourist attractions in India.

Or

- (b) Who is an IATA accredited/approved travel agent? Explain in detail on the various procedure for a travel agent to get IATA approval.

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<b>C-1048</b>
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<b>Sub. Code</b>
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<b>91555</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Airlines And Airport Management**

**SERVICE MARKETING/PUBLIC RELATIONSHIP IN  
AVIATION**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is relationship marketing?
2. Define 'market segmentation'.
3. What is meant by frequent flyer award?
4. What are customer support services?
5. List the inflight services.
6. What are electronic media in service industry?
7. What is meant by human relations?
8. Define the term 'protocol'.
9. Differentiate empathy from sympathy.
10. Who is a P.R. personnel?

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

11. (a) Explain the features of relationship marketing.

Or

- (b) What are the uses and limitations of segmenting markets?

12. (a) Distinguish between product and service.

Or

- (b) What are the kinds of entertainment services?

13. (a) Enumerate the kinds of tourism services.

Or

- (b) What are the qualities of a good PR officer?

14. (a) What is crisis in Airports? How can PR officer manage crisis?

Or

- (b) What are public relations problems? Give suggestions to solve the problem.

15. (a) What are the functions of PRO?

Or

- (b) Enumerate the choices of communications available to PRO.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the pricing methods in services marketing.

Or

- (b) Enumerate the Do's and Don'ts in media handling services.

17. (a) Describe the four stages of public relations process.

Or

- (b) Explain the strategies adopted by travel agencies for promoting their services.

18. (a) What are the elements of public relations?

Or

- (b) Describe the elements of hospitality service.
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<b>C-1049</b>
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<b>Sub. Code</b>
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<b>91556</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Airlines and Airport Management**

**CONSUMER BEHAVIOUR**

**(2016 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Explain "Customer satisfaction."
2. What is called "Consumer behavior and Demarketing"?
3. Define primary and secondary research.
4. Define consumer motives.
5. What is called operant conditioning?
6. Write the meaning and definition of culture.
7. What is called formal and informal group?
8. Write few lines about Consumer decision making.
9. Define social Learning theories.
10. Explain "Surrogate Buyer".

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List the importance of Consumer behavior.

Or

- (b) Explain the consumer retention process.

12. (a) What is Consumer Research? State the nature of Consumer Research.

Or

- (b) Highlight the influence of motivation on consumer behavior.

13. (a) Explain the principles of consumer learning.

Or

- (b) Explains the factors responsible for attitudinal change.

14. (a) Define “Reference Group” and List the Roles.

Or

- (b) Explain “Family life cycle”.

15. (a) Illustrate and explain the model of consumer decision making.

Or

- (b) Explain the character and dynamics of opinion leadership process.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the various ethical issues in marketing.

Or

- (b) What do mean by consumer perception? Explain perceptual process and factors influencing perception.

17. (a) Explain

- (i) Maslow's need hierarchy theory.  
(ii) Mc. Cleland's need theory of motivation.

Or

- (b) Define Social class.

- (i) Explain Features  
(ii) Social Stratification  
(iii) Social class categories.

18. (a) Define the meaning of sub-culture. Explain their types and Impact of sub-culture.

Or

- (b) Elaborate Buying role of consumers, types of consumer decision making and character of consumer problem solving approaches.