

**C-4451**

**Sub. Code**

**84321**

**DIPLOMA EXAMINATION**  
**AIRLINE AND AIRPORT MANAGEMENT**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**CUSTOMER RELATIONSHIP DEVELOPMENT**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is CRM?
2. State few benefits of having good CRM.
3. Mention few process involved in CRM.
4. What is market share?
5. What is mean by customer acquisition?
6. Mention few benefits of having a customer support.
7. What is Data ware housing?

8. Why technical support is required?
9. Mention few difficulties in implementing CRM.
10. Why customer retention is important?

**Part B** (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain the significance of CRM to the stakeholders.

Or

- (b) Explain about the evolution in CRM.

12. (a) Explain need for bonding with the customers.

Or

- (b) Explain the CRM framework.

13. (a) Explain the B2B market with examples.

Or

- (b) Discuss about marketing retrospective.

14. (a) Explain the role of technical solution for CRM.

Or

- (b) Discuss about the importance of Data mining for CRM.

15. (a) What is the process of employee engagement in CRM project?

Or

- (b) Explain about CRM implementation Road map.

**Part C** (3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Discuss about CRM in marketing and IT.

Or

- (b) Explain the process involved in Zero Customer Defection.

17. (a) Explain about the market automation and its benefits in detail.

Or

- (b) Explain involvement of customer service in CRM.

18. (a) Explain the process of data warehousing and data mining.

Or

- (b) Explain with example of developing a relationship orientation.

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**AIRLINE AND AIRPORT MANAGEMENT**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**AIR TRAVEL TERMINOLOGY**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is IATA?
2. What is the function of ICAO?
3. What is immigration check?
4. What is use of travel insurance?
5. What is Dangerous goods?
6. What is meant by Excess value charges?
7. What is Economic geography?

8. What does physical geography means?
9. List codes for any few airports?
10. Who is special passenger?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about Transportation types.

Or

- (b) Write a short note on Tourism organization.

12. (a) Explain about travel insurance.

Or

- (b) Write a short note on customs.

13. (a) Explain about dangerous goods.

Or

- (b) Briefly describe about the Baggage charges.

14. (a) Explain about the Travel geography.

Or

- (b) Explain about Travel guide.

15. (a) Write note on Special passenger.

Or

- (b) Explain about the Airport facilities.

**Part C**

(3 × 10 = 30)

Answer **all** questions

16. (a) Explain bilateral agreement in detail.

Or

(b) Explain the Economical and physical geography.

17. (a) Explain travel insurance manual.

Or

(b) Discuss travel baggage in detail.

18. (a) Describe the planning itineraries by Air.

Or

(b) Discuss in detail about international regulations.

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**AIRLINE AND AIRPORT MANAGEMENT**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**AIRLINE OPERATIONS AND SCHEDULING**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define network.
2. Define hub and spoke.
3. What is a simulator?
4. What is passenger mix mode?
5. Write a short note on crew pairing.
6. Write a short note on fleet availability.
7. Define destination node.

8. What is a bid period for airline pilots?
9. What is the propose a robust optimization approach?
10. What is the difference between a schedule operator and non-schedule operator?

**Part B**

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Explain the importance of “optimization” in the airline operations.

Or

- (b) What is the significance of flight scheduling?

12. (a) Write a short note on Load factor turn around and passenger spill.

Or

- (b) Explain fleet assignment model extension.

13. (a) Explain bid line generation.

Or

- (b) Describe the ‘point to point’ concept in flight schedules.

14. (a) Explain the role of simulation.

Or

- (b) Explain aircraft passenger delays.

15. (a) What is degradable scheduled design?

Or

(b) Explain robust aircraft routing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a short note on fleet diversity.

Or

(b) What is the purpose of fleet assignment?

17. (a) What are the main problem faced in the aircraft routing?

Or

(b) Explain briefly about the scope of scheduling and routing.

18. (a) What are the technical activities of airlines for handling the flight?

Or

(b) How do you formulate the fleet assignment problem?

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**DIPLOMA EXAMINATION**  
**AIRLINE AND AIRPORT MANAGEMENT**  
**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Second Semester**

**AIRLINE ECONOMICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Economic oversight.
2. State the meaning and importance of regulation.
3. What is Lighting charges?
4. What are the basic rates making factors in airline service?
5. What is airport economics?
6. What is dual-till approach?
7. List out any four non aeronautical revenues.

8. What is cargo mix model?
9. What are regulatory bodies in aviation?
10. What government regulatory bodies affect the airline industry?

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the features of airport regulatory practices.

Or

- (b) Describe the structure of airline industry.

12. (a) Explain airline entry and exit policies.

Or

- (b) What are the objectives of airport pricing?

13. (a) Draw the flowchart of a typical terminal building passenger flows.

Or

- (b) Explain Aeronautical and Non-Aeronautical revenue in airport.

14. (a) Briefly explain about international Air Cargo standards.

Or

- (b) Explain about Cargo charges, Security charges.

15. (a) Explain the typical airport business plan and budget.

Or

- (b) Describe the functions of a airport system.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Narrate about airport and its economic features.

Or

- (b) How are Airport performance measured? State important measuring standards for airport services with their advantages.

17. (a) Explain about aircraft selection and determination of cost.

Or

- (b) Discuss current trends in international airline service.

18. (a) What is bilateral agreement? Explain.

Or

- (b) What is correlation between airport and economic development?

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**AIRLINE AND AIRPORT MANAGEMENT**  
**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**TOURISM MANAGEMENT**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the types of Tours?
2. What are the advantages of globalisation of tourism?
3. State some of the barriers of tourism.
4. What is tourism chains?
5. What are advantages of improving tourism in the state?
6. What is cultural diversity?
7. What is tourism sales?

8. What is the need for international marketing?
9. Mention few needs for long term tourism plans.
10. Mention any two tourism development in the country.

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the factors affecting global tourism?

Or

- (b) Discuss the demand and origin factors in tourism.

12. (a) Mention few historical developments in Indian Tourism.

Or

- (b) Explain the need for development of Airline connectivity for promoting tourism in India.

13. (a) How cultural diversity can affect the tourism?

Or

- (b) Explain the need for creating a favourable environment for tourism.

14. (a) Explain tourism marketing.

Or

- (b) Explain the need for market research in tourism.

15. (a) Explain long time tourism trends.

Or

(b) Explain the recent developments in tourism sectors.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the new trends in Indian tourist movements.

Or

(b) Explain the airline connectivity requirements for developing tourism in India. Mention few steps taken by the government.

17. (a) Explain types of hotels in detail.

Or

(b) Explain local and global perspective of tourism environment.

18. (a) Explain Travel distribution system in detail.

Or

(b) Explain the growth of tourism in any state of India and mention few steps taken by the government.

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**APRIL 2021 EXAMINATION**  
**&**  
**APRIL 2020 ARREAR EXAMINATION**  
**Second Semester**  
**TOURISM BUSINESS MANAGEMENT**  
**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term tour.
2. What are the types of Tours?
3. State some of the major attractions for tour in Kerala.
4. State some of the reasons for increase in tourist in India.
5. State some of the important type of Tourism in India.
6. What are the benefits of visiting India for a foreigner?
7. State some methods to improve the tourism India.
8. What are the types of income achieved because of tourism?

9. Explain the need to promote adventure tourism.
10. What is Eco-Tourism?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the components of tourism?

Or

- (b) State the importance of tourism in a developing country.

12. (a) Explain some of the recent developments in tourism.

Or

- (b) How the Economic growth through tourism is achieved?

13. (a) How forming of organization for national tourism will help?

Or

- (b) Explain the concepts involved in India Tourism.

14. (a) State some of the direct effects to tourism development.

Or

- (b) Explain the impact of social development due to increase in tourism.

15. (a) What are the advantages of promoting adventure tourism?

Or

- (b) What are the benefits of Eco-tourism in India?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the evolution of tourism in India.

Or

(b) Discuss how tourism can improve the social environment.

17. (a) Explain the impact of tourism in developing the physical environment.

Or

(b) Explain with any case study to state the importance of having tourism as major income.

18. (a) Explain the organisation of India tourism.

Or

(b) Explain Adventure and Eco-tourism.

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