C–3439	Sub. Code
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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

MANAGEMENT PROCESS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is business?

2.   Define management

3.   Who is a sole trader?

4.   Define budget

5.   What is recruitment?

6.   What is the need of delegation?

7.   What is meant by span of control?

8. Bring out any two characteristics of good policy.

9. What is public enterprise?

10. Highlight the advantages of committees.

<center>**Part B** (5 × 5 = 25)</center>

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

11. (a) Discuss the features of directing.

<center>Or</center>

(b) What is the importance of controlling?

12. (a) Explain briefly the characteristics of business.

<center>Or</center>

(b) What are the merits of joint stock company.

13. (a) What are the benefits of decentralization?

<center>Or</center>

(b) Explain the steps involved in selection process.

14. (a) What are the functions of scientific management?

<center>Or</center>

(b) Explain the significance of Hawthorne experiment.

15. (a) State the limitations of planning.

<center>Or</center>

(b) State the characteristics of decision making.

<center>2   **C–3439**</center>

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

16. (a) How do you classify management functions?

    Or

    (b) Explain the various sages in the history of management thought.

17. (a) Briefly explain the types of formal organizational structure.

    Or

    (b) Suggest some techniques to be used for obtaining effective controlling.

18. (a) Explain the steps involved in decision making process.

    Or

    (b) Enumerate the various sources of recruitment.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

First Semester

COMPUTER APPLICATIONS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Why computer is known as data processing system?

2.   Distinguish between hardware and software.

3.   What are the different types of views available in word?

4.   How will you do spell checking in word document?

5.   What are the various methods of pasting data in Excel?

6.   Mention the use of charts in Excel?

7.   What is the use of slide sorter view in power point?

8.   How will you hide a slide in power point?

9. What is a data base?

10. How will you insert record into a table in access database?

Part B   (5 × 5 = 25)

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

11. (a) Explain the various generations of computers.

Or

(b) Write short notes on operating system.

12. (a) How will you create mail merge document in word? Explain.

Or

(b) Explain the steps for inserting a table in word.

13. (a) How formulae are applied in Excel? Explain.

Or

(b) Explain the steps in formatting a worksheet.

14. (a) Describe the steps in creating a power point presentation.

Or

(b) What are the various methods of running a slide show? Explain.

15. (a) List down the various data types in access.

Or

(b) Write short notes on queries.

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Part C (3 × 10 = 30)

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

16. (a) Discuss the various applications of computers.

Or

(b) Explain the following commands.

(i) Creating a new directory

(ii) Changing the directory

(iii) Deleting a directory

(iv) Copying file from one directory to other.

17. (a) How will you format text and paragraph in word? Explain.

Or

(b) How will you edit cells using commands and functions in Excel? Explain.

18. (a) Discuss the various design templates in power point.

Or

(b) Explain the following:

(i) Adding records to a table (3)

(ii) Changing the structures of the table (3)

(iii) Establishing relationship using queries. (4)

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ACCOUNTING FOR MANAGERS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by journal?

2.   Define a ledger.

3.   What is trial balance?

4.   What is a cash book?

5.   What do you understand by subsidiary book?

6.   What is prime cost?

7.   Define management accounting?

8.   What is marginal costing?

9.   What is BEP?

10.   What is meant by cash budget?

Part B $(5 \times 5 = 25)$

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

11.   (a)   Explain the functions of accounting.

Or

      (b)   Prepare accounting equation on the basis of the
            following:
            (i)   Ram started business with cash Rs.20,000
            (ii)   Rahim purchased furniture for cash Rs.2,000
            (iii) Rahim paid rent Rs.200
            (iv)   Rahim purchased goods on credit Rs.3,000
            (v)   Rahim sold goods for cash Rs.3,000

12.   (a)   What do you mean by triple column cash book? Give
            a specimen of it.

Or

      (b)   Prepare following transactions in purchases book.
      2019 July 7 Purchased from Madhan Rs.6,500
              23 Purchased from Anand Rs.4,000
              30 Vasu sold us goods Rs.5,000

13.   (a)   Differentiate between management accounting and
            cost accounting.

Or

      (b)   Explain the elements of cost accounting.

14.   (a)   Prepare a specimen for cost sheet with examples.

Or

      (b)   What are the procedure followed to maintain stores
            control?

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15. (a) Explain the significance of marginal costing.

Or

(b) Explain the objectives of cost volume profit analysis.

Part C (3 × 10 = 30)

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

16. (a) Discuss the main objects, limitations and methods of preparing a trial balance.

Or

(b) Journalize the following transactions.

2019 Jan 3 Received cash from Ram Rs.15000

4 Purchased goods for cash Rs.2,500

11 Sold goods to Hari Rs.3200

13 Paid Ramesh Rs.1400

17 Received from Hari Rs.1100

20 Bought goods from Ram Rs.2200

27 Paid rent Rs.480

30 Paid salary Rs.1100

31 Draw cash from Bank for office Rs.1500

31 Received interest Rs1000

17. (a) Write a short notes on a Purchases book and a Sales book. Give a proforma of these books and enter five imaginary transactions in them. Also show how these ledger appearance.

Or

(b) From the following information, calculate

(i) BEP

(ii) Margin of safety

(iii) Contribution

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(iv) Profit

        Fixed cost Rs.36,000

        Variable cost Rs.60,000

        Sales Rs.1,20,000

        Sales in units Rs.40,000

18. (a) Explain the merits and demerits of standard costing.

                            Or

     (b) The expenses budgeted for production of 10000 units in a factory are furnished below:

Materials   per unit Rs.70

Labour   25

Variable o/h   20

Fixed o/h (Rs.1,00,000)   10

Variable exp (Direct)   5

Selling expenses (15% fixed)   13

 Distribution expenses(20% fixed)   7

Administration expenses(50000)   5

Fixed for all expenses total cost per unit (to make
                          and sell)   155
Prepare a flexible budget for the production of 8000 units.

                    _____

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B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

BUSINESS LAW

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is executory contract?

2.   What are cross offers?

3.   Who is an agent?

4.   List out the things may include in document of title to goods.

5.   Define company.

6.   When will certificate of incorporation will be issued?

7.   What is CENVAT?

8. Define securities.

9. Define acceptance.

10. Define treaty.

Part B (5 × 5 = 25)

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

11. (a) Distinguish between the following:
   (i) Offer and invitation to offer
   (ii) Offer and mere statement of intention
   (iii) Counter offer and cross offer
   (iv) Revocation of offer and lapse of offer.

   Or

   (b) Enumerate the essentials o valid contract.

12. (a) Highlight the rights of the agent.

   Or

   (b) What are the duties of principals and agents?

13. (a) What are the contents of prospectus?

   Or

   (b) Discuss the objects of registration of prospectus.

14. (a) What is competition commission India? What are the powers they have?

   Or

   (b) Define central excise rules and discuss liability for central excise.

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15. (a) What are the inventions that are not patentable?

Or

(b) Differentiae between void and voidable contract.

Part C (3 × 10 = 30)

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

16. (a) Who are treated as persons disqualified by law other than minor and persons of unsound mind? State the legal position of contracts with such persons.

Or

(b) Explain briefly about articles and memorandum and their relation.

17. (a) Explain legal provisions as to transfer of ownership.

Or

(b) Discuss the features and importance of monopolies and trade restrictive practices act.

18. (a) Explain the remedies for breach of the contract?

Or

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

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

MATHEMATICS FOR MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. Find A^2 given that $A = \begin{bmatrix} 5 & 3 \\ 1 & 3 \end{bmatrix}$.

2. Explain cordiality of a set and Empty set.

3. Find the value of $\sum_{n=1}^{5} (-1)^{n+1}(2n)$.

4. The compound interest on a sum of Rs. 625 in 2 years is Rs. 51. Find the rate of interst.

5. What are the advantages of data presentation in Graphical Method?

6. Explain scope shortly.

7. Explain the relationship between mean, median and mode.

8. Write the two regression lines formula.

9.   What is meant by frequency distribution?

10. What is meant by time series analysis?

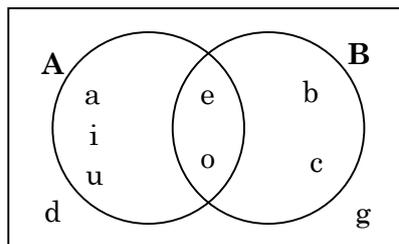<center>**Part B** $(5 \times 5 = 25)$</center>

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

11. (a)   Verify that the matrices $A = \begin{bmatrix} 1 & 3 & 7 \\ 4 & 2 & 3 \\ 1 & 2 & 1 \end{bmatrix}$ and

$B = \begin{bmatrix} \dfrac{-4}{35} & \dfrac{11}{35} & \dfrac{-5}{35} \\ \dfrac{-1}{35} & \dfrac{-6}{35} & \dfrac{25}{35} \\ \dfrac{6}{35} & \dfrac{1}{35} & \dfrac{-10}{35} \end{bmatrix}$ are inverses to each other.

<center>Or</center>

(b)   From the given venn diagram write the elements of

(i) A

(ii) B

(iii) $A - B$

(iv) $B - A$

(v) A^c

<center>2</center>

12. (a) Solve $x + y = 7$; $3x - 2y = 11$.

Or

(b) What is the value of an investment of 3500 after 2 years if the earns 1.5% compounded quarterly?

13. (a) Write a short notes on statistics and its applications.

Or

(b) The table given below shows the profit obtained before and after tax payment by a business man on selling cars from the year 2014 to 2017. Construct a graph and identify in which year the company earned maximum profit before paying the tax and also find the minimum profit after paying the tax?

Year	Profit Before tax	Profit After Tax
2014	195	80
2015	200	87
2016	165	45
2017	140	32

14. (a) The following table gives the weekly expenditure of 200 families. Find the median of the weekly expenditure.

Weekly expenditure :	0-1000	1000-2000	2000-3000	3000-4000	4000-5000
No. of families :	28	46	54	42	30

Or

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(b) Compute quartile deviation and its coefficient from the following data.

X :   15   25   35   45   55   65   75

F :   3   2   7   9   12   6   3

15. (a) Calculate the seasonal index for the quarterly production of a product using the method of simple averages.

Year	I Quarter	II Quarter	III Quarter	IV Quarter
2005	255	351	425	400
2006	269	310	396	410
2007	291	332	358	395
2008	198	289	310	357
2009	200	290	331	359
2010	250	300	350	400

Or

(b) Describe the method of semi average.

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

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

16. (a) Find inverse of the matrix $A = \begin{bmatrix} 1 & 2 & 1 \\ 2 & -1 & 2 \\ 1 & 1 & 2 \end{bmatrix}$.

Or

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(b) A proof reads through 73 pages manuscript. The number of mistakes found on each of the pages are summarized in the table below. Determine the mean number of mistakes found per page.

No. of mistakes : 1 2 3 4 5 6 7

No. of pages : 5 9 12 17 14 10 6

17. (a) Calculate the two regression equations from the data given below.

Prize : 10 12 13 12 16 15

Amount demanded : 40 38 43 45 37 43

Or

(b) Write a short notes about scatter diagram and explain.

18. (a) Calculate the cost of living index number for the year 2015 with respect to base year 2010 of the following data.

Commodities	No. of units 2010	Price 2010	Price 2015
Rice	5	1500	1750
Sugar	3.5	1100	1200
Pulses	3	800	950
Cloth	2	1200	1550

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Commodities	No. of units 2010	Price 2010	Price 2015
Ghee	0.75	550	700
Rent	12	2500	3000
Fuel	8	750	600
Mise	10	3200	3500

Or

(b) Write basic rules for constructing diagrams.

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B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

ORGANISATIONAL BEHAVIOUR

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is perceptual selectivity?

2.   What is organisational behaviour?

3.   Define personality.

4.   What is financial motivation?

5.   How do you measure job satisfaction?

6.   Define morale.

7.   What is group norms?

8.   What is sociometry?

9.   What are the types of leadership?

10. What are the objectives of organisational development?

Part B   (5 × 5 = 25)

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

11. (a) Explain any three determinants of personality.

            Or

     (b) What is the concept of motivation?

12. (a) Explain the fundamental concept of organisational behaviour.

            Or

     (b) Explain the practical application of transactional analysis.

13. (a) Explain the perceptual errors.

            Or

     (b) What are the characteristics of an enriched job?

14. (a) Explain the factors affecting group cohesiveness.

            Or

     (b) Briefly explain the conflict process.

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15. (a) Define organisational culture. What are its characteristics?

Or

(b) Explain organisational development.

Part C (3 × 10 = 30)

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

16. (a) Explain the types of intelligent test and write its advantages and disadvantages.

Or

(b) Write short notes o n financial motivation.

17. (a) What are the factors determining job satisfaction?

Or

(b) Explain the various types of conflict in an organisation.

18. (a) Explain the merits of counselling.

Or

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

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

AVIATION INDUSTRY

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define aviation.

2.   List out the types of aircraft.

3.   What is civil enclave?

4.   Define aerodrome.

5.   What do you mean by airport security?

6.   How to handled unaccompanied minors and disabled passengers?

7.   Define Apron.

8.   What are the uses of flight information counters?

9.   What is the various crisis at an airport?

10. What do you mean by bomb threat?

Part B $(5 \times 5 = 25)$

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

11. (a)   Explain the issues and challenges in aviation industry.

Or

(b)   Describe the various types of aircraft.

12. (a)   Write short notes on IATA.

Or

(b)   Discuss in brief airline catering.

13. (a)   Explain the various ramp operations in detail.

Or

(b)   Describe the handling of VIP and VVIP.

14. (a)   Discuss the airline terminal management in detail.

Or

(b)   Write short notes on security clearance and baggage.

15. (a)   Explain the plans developed to reduce the crisis at airport.

Or

(b)   How to trouble shoot the issues of Hijacking?

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Part C (3 × 10 = 30)

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

16. (a) Explain in detail the aviation industry in India.

    Or

    (b) Write short notes on airport and aircraft security.

17. (a) Explain the different global aircraft manufactures.

    Or

    (b) What are the various functions of ground handling at airport in detail?

18. (a) Explain the functions of airport authority of India.

    Or

    (b) Discuss the functions of ICAO.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

AVIATION ANCILLARY SERVICE

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   Write about IATA.

2.   What is self-handling?

3.   What is Transit and Arrival?

4.   Write about passenger handling.

5.   Write about cargo services at import shed.

6.   What is Industry relation?

7.   Define catering.

8. Define Inter-terminus transfers.

9. Write about security screening procedures.

10. What is alarm monitoring?

Part B (5 × 5 = 25)

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

11. (a) Differentiate between self-handling and outsourcing.

Or

(b) Discuss in detail about IATA ground handling council.

12. (a) Explain about transit and arrivals in passenger handling.

Or

(b) Discuss about specialized handling of passengers.

13. (a) Discuss about cargo aircraft handling.

Or

(b) Explain about booking of perishable cargo and live animals.

14. (a) Explain about the various rules involved in catering preparation.

Or

(b) Discuss on Airport management.

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15. (a) Discuss about considerations of planning security at airports.

Or

(b) Explain about infrastructure of security screening at airports.

Part C (3 × 10 = 30)

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

16. (a) Explain about cargo services at import shed and export shed.

Or

(b) Discuss briefly on accommodation and hospitality in airport.

17. (a) Briefly list out the roles and responsibilities of ground handlers in ground handling operations.

Or

(b) Discuss in detail about departure concourse in passenger handling.

18. (a) Explain about ramp operations handled by ground handlers in airport.

Or

(b) Write short notes on :

(i) Inter-terminus transfers

(ii) Airway bill.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

AIRLINE AND AIRPORT ORGANISATION

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Name the Indian based cargo airline.

2.   Mention the vision and mission of IATA.

3.   How many freedoms are in Chicago convention?

4.   What is joint venture airport?

5.   Mention the types of airport terminals.

6.   Describe the types of runway markings.

7.   Explain about the airport pavement markings.

8.   How the unaccompanied minor passengers are handled in airport?

9.   What is flight safety?

10.   List out the functions of AAI.

Part B   (5 × 5 = 25)

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

11. (a) Explain the vision and mission of IATA.

        Or

    (b) Explain briefly about the competition in airline industry.

12. (a) What is air conditioning unit and air stouter unit?

        Or

    (b) Describe the procedure of scheduling and approvals of aircraft movement.

13. (a) Write short notes on international passenger terminal management.

        Or

    (b) Explain in brief about the flight safety operations carried out in airports.

14. (a) How the tour agents are approved authorised by ICAO?

        Or

    (b) Explain in brief about tour operators and tour agents in connection with their roles and responsibilities.

15. (a) Write short notes on operational area in accordance with airport planning.

        Or

    (b) What are non-passenger related airport operations?

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Part C (3 × 10 = 30)

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

16. (a) Discuss about passenger and RAMP handling.

    Or

    (b) What are the different types of cargo loading devices?

17. (a) Discuss about private and general airport in detail.

    Or

    (b) What are all the roles of an airport and discuss about the various types of aircraft?

18. (a) What are the responsibilities of ground handling?

    Or

    (b) What are the facility requirements of an airport? Discuss in detail about terminal/parking of an aircraft.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

ECONOMICS FOR EXECUTIVES

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define demand forecasting.

2.   Define law of demand.

3.   Why is MC curve U-shaped?

4.   What is law of variable proportions?

5.   Define duopoly.

6.   Define oligopoly.

7.   What is gross and economic rent?

8.	What are the components of internet?

9.	Define break even point.

10.	Define price discrimination.

Part B	(5 × 5 = 25)

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

11.	(a)	Distinguish between price elasticity and income elasticity.

Or

(b)	Explain advertising and promotional elasticity of demand.

12.	(a)	Explain the assumptions and managerial uses of production function.

Or

(b)	Explain the relationship between price elasticity and marginal revenue.

13.	(a)	The demand function of a monopolist firm is given as P = 240 – 10Q; its cost function is $C = Q^3 - 120Q^2 + 220Q - 570$. Determine the profit maximizing level of price and output.

Or

(b)	Distinguish between the long-run equilibrium of a firm under monopolistic competition and perfect competition.

14.	(a)	Explain Schumpeter's innovation theory.

Or

(b)	Explain the liquidity preference theory.

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15. (a) Explain the role of government in business.

Or

(b) Discuss the pricing policies of public sector.

Part C (3 × 10 = 30)

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

16. (a) Discuss the significance of elasticity of demand in managerial decision – making.

Or

(b) Explain the concept of cost-output relationship in the short-run.

17. (a) Explain kinked demand curve in detail.

Or

(b) Explain the prevalence of price rigidity in oligopoly market with the help of kinked demand curve model.

18. (a) Explain the liquidity preference theory. What are the criticisms of this theory?

Or

(b) Define public enterprise. Discuss its nature and role in detail.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

PERSONALITY DEVELOPMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Grape vine communication?

2.   Define personality.

3.   What is goal setting?

4.   What is creativity?

5.   Define motivation.

6.   What do you mean by time management?

7.   Define effective preparation.

8.   What are the different types of interviews?

9. Write any two importance of grooming.

10. Define project.

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

11. (a) Write a short notes on barriers of communication.

Or

(b) How will you make your communication effective?

12. (a) Define emotional intelligence. What are the importance of emotional intelligence?

Or

(b) Describe the importance of personal goal setting.

13. (a) Explain the importance of time management.

Or

(b) What are the types of leadership styles?

14. (a) What are the questions commonly asked in interview?

Or

(b) Explain the principle of dress code for an interview.

15. (a) Discuss the importance of soft skill.

Or

(b) What are the advantages of group discussion?

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Part C (3 × 10 = 30)

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

16. (a) Explain the various types of communication process in detail.

Or

(b) Elaborate the features of creativity.

17. (a) Explain the management skills required for a manager.

Or

(b) Write a resume with cover letter for the application of steward.

18. (a) State the meaning and process of group discussion.

Or

(b) Trace the components of emotional intelligence.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

YOGA FOR HUMAN EXCELLENCE

(2019 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　Write the meaning of yoga.

2.　Write any two benefits of asanas.

3.　What is bhakti yoga?

4.　What is dharana?

5.　Define inverted asanas.

6.　Write the benefit of padmasana.

7.　Mention the types of mudras.

8.　Write the benefit of bhramari pranayama.

9.　Write the concept of medition.

10.　Mention the benefit of vallalar meditation.

Part B   (5 × 5 = 25)

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

11. (a) Explain the origin of yoga.

        Or

    (b) Describe the scope of yoga.

12. (a) Explain the principles of yama.

        Or

    (b) Describe jnana yoga.

13. (a) Mention the importance of yoga in physical education.

        Or

    (b) Explain the methods of teaching in yogic techniques.

14. (a) Describe preparatory movements.

        Or

    (b) Explain surya mudra with benefits.

15. (a) Explain the psychological benefits of meditation.

        Or

    (b) Explain vipasana meditation.

C–3450

Part C (3 × 10 = 30)

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

16. (a) Describe the yoga messages from bhagavad gita.

Or

(b) Explain the asthanga yoga in detail.

17. (a) Explain the difference between yogasanas and physical exercise.

Or

(b) Mention the steps in teaching yogic techniques.

18. (a) What is bhanda? Explain moola bhanda with benefits.

Or

(b) Explain transcidental mediation.

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3 C–3450

C–3451	Sub. Code
	91542

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   List out the categories of Airport?

2.   What you called general aviation airport?

3.   Why ICAO is important in Aviation?

4.   Who are the members of IATA?

5.   How many Aviation industry are there in India?

6.   What are the biggest challenges faced by the airline industry?

7.   How does aircraft ticketing work?

8.   What is Global distribution system?

9.   What is Terminal navigation charges?

10. What is PPP model airport?

Part B $(5 \times 5 = 25)$

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

11. (a) List out the major players in Indian airline industry.

                         Or

     (b) Write short notes on History of aviation.

12. (a) What are the functions of IATA?

                         Or

     (b) Write notes of airports in the economic development of the country.

13. (a) List out the Airport functions.

                         Or

     (b) Write short notes on National airports authority of India.

14. (a) Discuss about the security clearance of baggage.

                         Or

     (b) Write short notes on issuance of boarding pass.

15. (a) Discuss about the emerging Indian scenario of airports.

                         Or

     (b) List out the procedure for fixing rate for Navigational charges.

C–3451

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

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

16. (a) Discuss about the Indian aviation market potentials.

   Or

   (b) Write short notes on (a) Objectives of IATA (b) Functions of IATA.

17. (a) Briefly explain about the airport operations.

   Or

   (b) List out the strategies adopted in public sector airports.

18. (a) List out the contents of information in the air ticket.

   Or

   (b) List out the important factors for terminal planning and design.

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C–3451

C–3452	Sub. Code
	91543

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

AIR TRAVEL MANAGMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are the 05 types of water transportation?

2. What is the difference between intermodel and multimodel transportation?

3. List the five factors for Michael Porter strategy?

4. What is airline fleer?

5. What is aircraft designator?

6. Define the term "GET"

7. Write the significant of satellite terminal design?

8. Define control zone.

9. Which factors have the biggest impact on the air cargo rate?

10. Define channel distribution.

Part B (5 × 5 = 25)

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

11. (a) Write short notes on customer service at the airport.

Or

(b) What do you understand the people in the marketing mix of airline industry?

12. (a) Write short notes on aircraft fleet assignment.

Or

(b) Discuss about the aircraft fleet planning.

13. (a) List out the key benefit of TIM.

Or

(b) Write short notes on flight time.

14. (a) Write short notes on total estimated elapsed time.

Or

(b) List out the objectives of air traffic services.

15. (a) What are the factors affecting air freight rate?

Or

(b) Write short notes on airline pricing.

C–3452

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

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

16. (a) Explain about the customer service in the airline industry.

Or

(b) List out and explain four best marketing strategies for airlines.

17. (a) Explain about how to calculate flight line?

Or

(b) Briefly discuss about the decision making and its processes.

18. (a) Briefly explain the analysis of pricing in aviation industry.

Or

(b) Describe about the other airport operations.

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C–3452

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B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

LOGISTICS AND AIR CARGO MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   List out the five elements of logistics.

2.   What are 04 types of marketing channels?

3.   What is safety in transportation?

4.   What is the role of warehousing in logistics?

5.   What are the logistics strategies?

6.   What is global supply chain strategy?

7.   What are the values of air cargo?

8. Define high value cargo.

9. What airway bill shows?

10. What are the transport terminal facilities?

Part B   (5 × 5 = 25)

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

11. (a) Write the role of inventory in Air cargo.

Or

(b) What are the goals of inventory management in air cargo?

12. (a) Write the significance of air cargo deregulation Act of 1977.

Or

(b) List out some requirements of packaging of air cargo.

13. (a) What are disadvantages of globally sourced goods?

Or

(b) Write short notes on supply chain orientation.

14. (a) What is air cargo service and its 04 types?

Or

(b) List out the types of goods shipping in special air cargo.

15. (a) List the types of air cargo.

Or

(b) Write short notes on air documentation.

2   **C–3453**

Part C   (3 × 10 = 30)

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

16. (a) Explain about the strategic planning and principles of inventory management in logistics.

    Or

    (b) Explain about the tariffs and usage rules of transport system of logistics?

17. (a) List out the global supply chain challenges.

    Or

    (b) (i) List out the articles of valuable cargo

        (ii) List out the source of information of air cargo tariff.

18. (a) Explain the role of warehouse space for airport cargo activity.

    Or

    (b) List out the roles of airway bill purpose of validation.

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3   **C–3453**

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91545

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

CUSTOMER RELATIONSHIP MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is customer diversity?

2.   What do you mean by direct marketing?

3.   What are the benefits of CRM?

4.   What are the concepts of CRM?

5.   Which technology is used in CRM?

6.   What is customer defection rate?

7.   What is meant by customer eco system?

8.   What is CRM culture?

9.   What are marketing best practices?

10.   Define customer behavior.

Answer **all** questions.

11. (a) What are the five steps in CRM process? And explain it.

    Or

    (b) How do you collaborate the basis of building relationship?

12. (a) What are the strategies for influencing customer perception?

    Or

    (b) Describe the evaluation of CRM?

13. (a) Describe the enterprise marketing management?

    Or

    (b) Explain in core beliefs?

14. (a) Evaluating the CRM vendor?

    Or

    (b) Why are customer ecosystems 'the next big things'?

15. (a) List out the benefits of customer data base?

    Or

    (b) How do you develop a customer information data base?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the process of CRM roadmap implementation?

    Or

    (b) What are the steps involved in analytical CRM process?

C–3454

17. (a) Explain the role of data warehousing and data mining in CRM.

Or

(b) Define integration and explain their types.

18. (a) Explain about SFA software functionality.

Or

(b) Describe the benefits of customer intelligence in CRM.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

TRAVEL AGENCY OPERATIONS

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What are the travel motivators?

2. Difference between tour and travel?

3. What kind of briefly should be given to escorts tour guides?

4. How do you should be caring for customers?

5. What do you understand by freight traffic?

6. What is know as personal frisking?

7. What are the government's efforts and policy for the improvement of tourism in India?

8. What are the significant of need for planned tourism development?

9. Difference between checked and unchecked baggage?

10. Identify the various types of visa?

Part B (5 × 5 = 25)

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

11. (a) Briefly describe the federation of Indian airlines?

Or

(b) Explain the type of aviation?

12. (a) Discuss the importance of product knowledge in package tours?

Or

(b) Explain the methods of pricing a tour packages?

13. (a) What are some most significant changes in airport security as a result of events of Sep.11, 2001?

Or

(b) Explain the operations of airlines?

14. (a) Briefly explain the types of tourism planning?

Or

(b) Explain the broad categories of tourism development and growth?

15. (a) Discuss various terminals components?

Or

(b) Explain the documents that are included in passport booklet form?

2 | **C–3455**

Part C   (3 × 10 = 30)

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

16. (a) Explain the various functions performed by travel agents?

Or

(b) Discuss the role of tour operator?

17. (a) Discuss the entry and duration period of a visa holder?

Or

(b) Explain any 10 terms used in airlines?

18. (a) What are the check in procedure for a passenger holding one ticket?

Or

(b) List any 10 types of passengers requesting special handling.

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3   **C–3455**

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	91547

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT
APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

RETAIL MANAGEMENT

(2019 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define retailing.

2. Define retail marketing mix.

3. What do you mean by franchising?

4. What are hypermarkets?

5. What is merchandise management?

6. Mention the different types of layouts in retail store.

7. What are the drivers of retail change in India?

8. What is the permitted means of FDI by India for the foreign relation?

9. What is global retail?

10. Mention some recent trends in Global marketing.

Part B (5 × 5 = 25)

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

11. (a) Enumerate the functions of retailing.

Or

(b) Discuss the recent trends in retailing.

12. (a) Indicate the steps involved in developing a strategy plan.

Or

(b) Discuss the various classifications of retail units.

13. (a) What are the steps involved in choosing a retail location?

Or

(b) Explain the various tools used in visual merchandising.

14. (a) Explain the evolution of retail in India.

Or

(b) What are the challenges faced by Indian retail?

15. (a) Discuss about the global retail markets.

Or

(b) What are the issues facing global retailers and how can they be overcome?

2 C–3456

Part C   (3 × 10 = 30)

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

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

Or

(b)   Discuss about data warehousing.

17. (a)   What do you mean by store layouts? Discuss the various types of layouts.

Or

(b)   Explain the following terms :

(i)   Discount stores

(ii)   Supermarkets.

18. (a)   Discuss the contribution of FDI for the growth of retail business.

Or

(b)   What are the factors affecting the success of a global retailing strategy?

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C–3457	Sub. Code
	91513

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

MANAGEMENT PROCESS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define a business organisation.

2. Define partnership.

3. Who is sole trader?

4. What is prospectus?

5. What is meant by social responsibility?

6. Define planning.

7. What is policies?

8. What are the main types of organizations?

9. What is delegation?

10. Define directing.

Part B (5 × 5 = 25)

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

11. (a) Describe the objectives of a business.

Or

(b) Enumerate the different types of organisation.

12. (a) Discuss the advantages and disadvantages of a sole proprietorship.

Or

(b) What are the essential elements of a partnership?

13. (a) Distinguish between a public and a private company.

Or

(b) "Management is what a manager does" – Do you agree.

14. (a) Briefly discuss the main elements of Taylor's scientific management.

Or

(b) What is meant by planning premises of limitations?

15. (a) Describe the various types of committees.

Or

(b) Discuss the term "authority", "responsibility" and "accountability".

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

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

16. (a) Enumerate business organizations in the private and the public sector.

    Or

    (b) What is the memorandum of association? Explain its different clauses.

17. (a) Analyse Fayol's theory of management.

    Or

    (b) Describe the different types of strategies.

18. (a) Trace the reasons for conflict between the line and staff executives.

    Or

    (b) Discuss briefly the function of supervision.

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B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

COMPUTER APPLICATIONS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define computers.

2.   Name four computer languages.

3.   What is the difference between move and copy option in word?

4.   What is the shortcut key for checking spelling in word?

5.   What do you mean by spreadsheet?

6.   How will you insert formulae in excel?

7.   Name any two view options available in powerpoint.

8.   How will you hide a slide in power point?

9.   Define database.

10. What is the use of query in database?

Part B $(5 \times 5 = 25)$

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

11. (a) Briefly explain the characteristics of computers.

Or

(b) How will you create a new directory in DOS? Explain the command with an example.

12. (a) How will you format text in word? Explain.

Or

(b) Discuss the features of mail merge.

13. (a) Write about workbooks, worksheets, and cells.

Or

(b) How will you insert rows, columns and worksheets to a work book? Explain.

14. (a) What is the use of design templates? How will you use design templates in your presentation?

Or

(b) Explain the various methods in running a slide show.

15. (a) Write down the steps to add records to a table in access data base.

Or

(b) How will you use reports to print information? Explain.

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

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

16. (a) Describe the classification of computers.

Or

(b) Describe the steps in formatting text and paragraph in word.

2

C–3458

17. (a) Explain the various commands and functions for editing cells in worksheet.

Or

(b) How will you create charts in Excel? Explain.

18. (a) Describe the steps to create a table in access data base. Use example.

Or

(b) How will you add graphs in your power point presentation? Explain.

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	91515

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ACCOUNTING FOR MANAGERS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define cost accounting.

2.   What is real A/c?

3.   What is meant by going concern concept?

4.   Name three divisions of accounting.

5.   What is ledger?

6.   What is meant by factory overheads?

7.   What is Rowan's plan?

8.   What is meant by reorder level?

9.   What is fixed cost?

10.   What is standard costing?

Part B $(5 \times 5 = 25)$

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

11. (a) State the main objectives of financial accounting.

                        Or

    (b) Explain the advantages of trial balance.

12. (a) From the following transaction, prepare petty cash book.

    2019 Aug. 1. Issued a cheque of Rs. 100 to petty casheir

              2. Paid electricity charges   Rs. 350

              4. Paid telephone charge   Rs. 250

              5. Paid for printing   Rs. 375

             15. Paid for stationary   Rs. 60

             20. Purchased post cards   Rs. 30

                        Or

    (b) With the help of following information find closing stock.

                   Rs.   Rs.
    Gross profit   5,000 Sales   90,000
    Opening stock   10,000 Sales returns   5,000
    Purchases   1,00,000

13. (a) State the objectives of cost accounting.

                        Or

    (b) Explain the significance of management accounting to control cost.

14. (a) Explain Emerson's efficiency plan.

                        Or

    (b) Explain the various methods followed for stores control.

                    2   C–3459

15. (a) What are the different classification of budgets?

Or

(b) From the following data calculate (i) P/V ratio (ii) Profit.

Sales Rs. 20,000, Fixed expenses Rs. 4,000, B & P Rs. 10,000.

Part C   (3 × 10 = 30)

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

16. (a) Explain the various accounting concepts and their implications.

Or

(b) What do you mean by triple column cash book? Give a specimen with examples of contra entry.

17. (a) From the following particulars, prepare a balance sheet as on 31st March 2019.

	Rs.		Rs.
Capital	50,000	Loans to smith	5,000
Business premises	55,000	Investments	3,000
Furniture	2,500	Cash in hand	200
Bills receivable	3,500	Cash at bank	3,500
Bills payable	2,500	Proprietor's withdraw	3,000
Sundry debtors	20,000	Net profit	38,900
Creditors	15,800	Closing stock	7,000
Machinery	4,500		

Or

(b) Distinguish between financial, cost and management accounting and its advantages.

3

C–3459

18. (a) Explain the merits and demerits of standard costing.

Or

(b) Prepare a cash budget from the following data.

Months	Sales credit	Purchases	Wages
Feb	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	1,26,000	2,68,000	15,000

(i) 50% credit sales is realized in the month of sales and other 50% in second month.

(ii) Creditors are paid in the month of purchases.

(iii) Wages are paid at the end of respective month.

(iv) Cash at bank on 1.4.2018 Rs. 2,500.

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B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

BUSINESS LAW

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define offer and acceptance.

2.   Who is the man of unsound mind?

3.   Define consideration.

4.   State the meaning of coercion and undue influence?

5.   Define Quasi contract.

6.   What is law of agency?

7.   What do you understand by memorandum of association?

8. What is SEBI?

9. What is patent act?

10. Distinguish between valid and invalid contracts?

Part B (5 × 5 = 25)

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

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

Or

(b) What are the legal rules of acceptance?

12. (a) Who is principal in agency contract? List out his rights.

Or

(b) Write a short note on (i) FOB (ii) C.I.F (iii) Ex-ship contract of sale.

13. (a) Write short notes on meaning and importance of prospectus.

Or

(b) Write short notes on (i) Partnership firm and (ii) Public Limited company.

14. (a) What are the features of MRTP Act?

Or

(b) Define promoters of Joint stock company. Explain their duties and liabilities.

15. (a) Write the difference between void and voidable contract.

Or

(b) Explain the features of consumer protection Act.

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Part C (3 × 10 = 30)

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

16. (a) Explain about "free consent".

Or

(b) Explain the various modes of discharging contract.

17. (a) Explain transfer of properties in goods and its classification.

Or

(b) How will you classify agents? List any five rights of agent.

18. (a) Explain different modes of creating agencies.

Or

(b) Enumerate the intellectual property rights and explain their objectives.

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3

C–3460

C–3461	Sub. Code
	91524

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

MATHEMATICS FOR MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   Explain symmetric and skew symmetric matrix.

2.   If A = {4, 5, 8, 12}, B = {1, 4, 6, 9} and C = {1, 2, 4, 7, 8, 10} the find (a) A – B (b) A – (B – A).

3.   Find the interest on Rs. 500 for 4 years at 6% per annum.

4.   The arithmetic and geometric mean of two real numbers are 8 and 4 respectively. Find their harmonic mean.

5.   Write the characteristics of statistics.

6.   Calculate mean from the following data.

Size	6	7	8	9	10	11
Frequency	4	6	9	5	2	8

7.   What are the graphs of frequency distribution?

8.   Write the empirical relation between mean, median and mode.

9. Write about the variations in time-series.

10. What are the methods of measuring trend?

Part B $(5 \times 5 = 25)$

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

11. (a) In a class of 30 girls, 25 girls study French, 10 German and 5 neither of the two.

    (i) How many girls study both?

    (ii) How many girls study only French?

Or

(b) If $A = \begin{bmatrix} 1 & 0 \\ 1 & 1 \end{bmatrix}$, $B = \begin{bmatrix} 2 & 0 \\ 1 & 1 \end{bmatrix}$, $C = \begin{bmatrix} -1 & 2 \\ 3 & 1 \end{bmatrix}$, show that $(AB)C = A(BC)$.

12. (a) Calculate the amount and the compound interest on Rs. 15,000 at 10% compounded half yearly for 1½ year.

Or

(b) How many terms of the series 1, 4, 7,... are needed to give the sum 715?

13. (a) Draw a multiple bar diagram for the following data.

Year	Profit before tax (in Lakhs of rupees)	Rofit after tax (in Lakhs of rupees)
2008	195	80
2009	200	87
2010	165	45
2011	140	32

Or

(b) Explain the uses of statistics in functional areas of management.

2   **C–3461**

14. (a) Calculate standard deviation from the following data.

X 10 11 12 13 14 Total

F 3 12 18 12 3 48

Or

(b) Calculate the mode and modal class for the following frequency distribution.

Weight (in Kg)	30-35	35-40	40-45	45-50	50-55	55-60
No of students	3	8	12	20	15	2

15. (a) The revenue of a company in millions of rupees for the years 2005-2012 are given below.

Year	2005	2006	2007	2008	2009	2010	2011	2012
Revenue	560	580	550	605	530	515	555	595

   (i) Find the linear trend equation.

   (ii) Estimate the sales for 2018.

Or

(b) Define index numbers. Write about the problems in the construction of index numbers.

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

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

16. (a) Solve the following linear equations using matrix inversion :

$3x + y + z = 0$; $5x + 3y - z = 4$; $1/2 x - 6y + z = -5$.

Or

(b) Surbhi borrowed a sum of Rs. 12,000 from a finance company to purchase a refrigerator. If the rate of interest is 5% p.a. compounded annually, calculate the compound interest the she has to pay to the company after 3 years.

3 **C–3461**

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

    X 42 52 55 60 66 68 65 60 58 34

    Y 11 13 18 22 26 40 31 27 24 18

Or

(b) Distinguish primary and secondary data.

18. (a) Compute Laspeyre's, Paasche's and Fisher's ideal index numbers from the following data.

Commodity	Base year		Current year	
	Price	Quantity	Price	Quantity
A	3	7	4	5
B	4	12	6	8
C	6	10	5	15
D	3	15	2	18

Or

(b) Obtain two regression lines.

    X 6   2   10 4 8

    Y 9   11 5   8 7

(i) Predict 'Y' when $x = 10$

(ii) Predict 'X' when $y = 2.5$.

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4

C–3461

C–3462	Sub. Code
	91525

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

ORGANISATIONAL BEHAVIOUR

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is the focus of organisational behaviour?

2.   Mention the disadvantages of group decision making process.

3.   What do you mean by intelligence test?

4.   Define the term transactional analysis.

5.   What are the factors affecting organisational climate?

6.   Mention some of the work stressors.

7.   What are the difference between job enlargement and job enrichment?

8.	What do you mean by group norms?

9.	Define the term leadership.

10.	Write a short note on organisational culture.

Part B　　　　　　　(5 × 5 = 25)

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

11.	(a)	Briefly explain the contributions of various disciplines to organisational behaviour.

Or

	(b)	Write a note on financial and non-financial motivation.

12.	(a)	State the importance of morale at workplace.

Or

	(b)	Briefly explain the characteristics of organisational culture.

13.	(a)	Write a note on different types of personality test.

Or

	(b)	Briefly explain the steps involved in decision-making process.

14.	(a)	State the importance of organisational culture.

Or

	(b)	Briefly explain the nature of group – dynamics.

C–3462

15. (a) Differentiate leaders and managers.

Or

(b) Write a detailed note on group norms.

Part C (3 × 10 = 30)

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

16. (a) Explain in detail about the importance and scope of organisational psychology.

Or

(b) Compare and contrast Maslow's need hierarchy theory with Heryberg's two-factor theory of motivation.

17. (a) Discuss the theories of job-satisfaction.

Or

(b) Enumerate the various interventions of OD.

18. (a) Explain in detail about the Role of counsellor in organisation.

Or

(b) Explain the various leadership theories.

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C–3462

C–3463	Sub. Code
	91532

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

AVIATION INDUSTRY

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   List some low cost carriers.

2.   Define aviation.

3.   Define airfield.

4.   Mention few major international airport.

5.   What do you mean by ramp?

6.   List – out some dangerous goods not allowed in checkin baggage.

7.   What is meant by satellite terminal?

8.   What is boarding pass?

9.   What are all unlawful interference?

10. What is handling of situational awareness?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain about various types of aircraft with example.

                    Or

     (b) Describe the current scenario of Indian aviation industry.

12. (a) Write short notes on Indian aviation organization.

                    Or

     (b) Write short notes on airport authority of India.

13. (a) Describe the handling of disabled and strecher passenger.

                    Or

     (b) Explain the necessity of airport security in detail.

14. (a) Write short notes on airline terminal management.

                    Or

     (b) Explain the functions of checkin and issue of boarding pass in international airport.

C–3463

15. (a) Write short notes on SOP for bomb thrust.

Or

(b) Describe the crisis investigation methods and procedures.

Part C (3 × 10 = 30)

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

16. (a) Explain the roles and functions of DGCA in Indian aviation industry in detail.

Or

(b) Discuss the challenges faced by Indian aviation industry.

17. (a) Describe the major components of an airport.

Or

(b) Explain in detail about the roles and functions of IATA.

18. (a) Describe briefly about the various global aircraft manufactures.

Or

(b) Explain the various types of apron system.

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C–3463

C–3464	Sub. Code
	91533

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

AVIATION ANCILLARY SERVICES

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Expand IATA.

2. What is outsourcing?

3. What is baggage tag?

4. What is ground handling?

5. Define screening.

6. What is baggage reconciliation?

7. Name any two equipments used for screening in airport.

8. List out two different types of air cargo.

9. Write any two importance of security screening in airport.

10. Write any two functions of CISF in airport.

Part B   (5 × 5 = 25)

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

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

Or

(b) Briefly explain about IATA.

12. (a) Explain the various challenges faced by physically challenged person's at airport.

Or

(b) Explain passengers baggage handling procedure from boarding to departure.

13. (a) Explain various types of cargo services provided at airport.

Or

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

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

Or

(b) Explain the importance of medical services in airport.

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

Or

(b) Unauthorized access in airport is prohibited – Explain ways of prohibiting unauthorised access.

     C–3464

Part C (3 × 10 = 30)

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

16. (a) Explain annex 17 : SARPs (Standard and Recommended Practices) in airport.

Or

(b) Explain the challenges faced by ground handlers in ground handling operations at airport.

17. (a) Explain the procedures followed by airport authorities during the arrival of WIPs and VIPs.

Or

(b) Explain the steps involved in catering process while the aircraft is on turn around.

18. (a) Discuss in detail about air operations with neat diagram.

Or

(b) Explain the steps involved in bomb threat process in airport.

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3 C–3464

C–3465	Sub. Code
	91534

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

AIRLINE AND AIRPORT ORGANISATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Write the components of airport.

2.   Write about vision and mission of ICAO

3.   How may freedoms are in Chicago convention?

4.   What is Joint venture airport?

5.   What are complexities of airport operations?

6.   What is an airport planning system?

7.   Explain about the airport pavement markings.

8. How the unaccompanied minor passengers are handled in airport?

9. Give in detail about the functions of AAI.

10. What is flight safety?

Part B (5 × 5 = 25)

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

11. (a) Explain the vision and mission of IATA?

Or

(b) Explain briefly about the vision and mission of ICAO.

12. (a) Write short notes on schedule and non-schedule flight.

Or

(b) Describe the procedure of scheduling and approvals of aircraft movement.

13. (a) Write short notes on international passengers terminal management?

Or

(b) What are the types of cargo? Explain in detail.

14. (a) Write short notes on handling of unaccompanied minor passengers?

Or

(b) Describe in brief about the roles of four operators.

C–3465

15. (a) What are the non-passenger related air port functions?

Or

(b) Explain in brief about the airport planning.

Part C (3 × 10 = 30)

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

16. (a) Explain briefly the airport terminal facilities.

Or

(b) What are responsibilities of ground handling services?

17. (a) Discuss about private and general airport in detail.

Or

(b) What are the role of an air port and discuss the various types of aircraft?

18. (a) What are the duties of ground handling departments?

Or

(b) What are government requirements of airport operations?

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3

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

ECONOMICS FOR EXECUTIVES

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is demand schedule?

2.   Define risk.

3.   Define break even point

4.   What is production function?

5.   Define monopoly.

6.   What is price discrimination?

7.   What are four factors of production?

8.   Define interest.

9.   Write any four examples of public enterprises in India.

10. Define price policy in public utilities.

Part B (5 × 5 = 25)

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

11. (a) Price of a commodity falls from Rs.6 to Rs.4 per unit, due to this demand increased from 80 units to 120 units. Find the price elasticity of demand.

Or

(b) What is the difference between business and economic profit and explain with example.

12. (a) Explain the features of production ISO quonts.

Or

(b) Difference between laws of diminishing returns and law of variable proportions.

13. (a) Explain, how firms in oligopoly market enjoy the monopoly power using cartel.

Or

(b) What is monopoly? Explain its features.

14. (a) Define profit. Explain their concept of profit.

Or

(b) Explain:

(i) Theory of profit

(ii) Factors of production.

15. (a) What are the objectives of Competition Act 2002?

Or

(b) Explain the responsibility of government towards business in India.

C–3466

Part C (3 × 10 = 30)

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

16. (a) State the law of demand and explain the scenarios that cause movements along the demand curve and shifts in the demand curve.

Or

(b) Explain the relationship between production function and cost function.

17. (a) 'Perfect competition is more efficient than monopoly'. Do you agree?

Or

(b) Differentiate monopolistic and oligopolistic market structure.

18. (a) Discuss the degrees of price discrimination practices in domestic and international markets.

Or

(b) Explain the dynamic theory of profit. What are the criticisms of this theory?

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3

C–3466

C–3467	Sub. Code
	91536

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

PERSONALITY DEVELOPMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is communication?

2. What is positive outlook?

3. Define accurate self assessment.

4. Write any two blocks that affect creativity.

5. Define autocratic leadership.

6. Define bureaucratic leadership.

7. What does it mean to be goal oriented?

8. How do you show your creativity?

9. How do you modify your presentations for different audiences?

10. What is training evaluation?

Answer **all** questions, Choosing either (a) or (b)

11. (a) Explain the concept of communication policy.

Or

(b) Explain the importance of communication skill.

12. (a) Write a short notes on emotional intelligence.

Or

(b) Discuss the basic methods to improve creativity.

13. (a) Explain some characteristics of motivation.

Or

(b) Explain the significance of time management.

14. (a) Write a thank you letter for the interview attended for the post of Grand staff.

Or

(b) Write a short notes on interview skills.

15. (a) Mention the important components of a curriculum vitae.

Or

(b) Discuss the importance of personal appearance and grooming in airline industry.

Part C (3 × 10 = 30)

Answer **all** questions, Choosing either (a) or (b)

16. (a) Explain the communication process and elaborate some barriers to effective communication.

Or

(b) Explain the significance of felt and displayed emotions with suitable examples.

C–3467

17. (a) Plan a wardrobe for working cabin crew in a professional manner.

Or

(b) Discuss Trait theory of personality.

18. (a) What should be the behaviours of interviewees during interview? Discuss in detail.

Or

(b) There are many things a person must avoid when writing a CV. Explain in detail.

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C–3467

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

YOGA FOR HUMAN EXCELLENCE

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is the real purpose of yoga?

2.   Explain any two paths of yoga?

3.   What is dhyana in yoga?

4.   What are the five principles of yoga?

5.   What is yoga in physical education?

6.   Define Bhandha.

7.   Define mediation.

8.   What is meant by Yama?

9.   Define Yoga Nidhia.

10.   Write few lines about Bhakhi Yoga.

Part B   (5 × 5 = 25)

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

11. (a) Write about misconception of yoga?

Or

(b) Explain about Thirumoolar's Ashtanga yoga.

12. (a) Clearly explain about

(i) Jnana yoga

(ii) Hatha yoga.

Or

(b) Explain the detail message from Bhagavatgita on yoga.

13. (a) Write down the Physiological benefit of Pranayama.

Or

(b) What are the four path of yoga? Write each path briefly.

14. (a) Explain about "The five principles of yoga".

Or

(b) Explain about the role of yoga in physical education.

15. (a) Discuss the Top 10 benefits of Sun salutation.

Or

(b) Explain the characteristic of Bandhas and Mudhras.

2   C–3468

Part C   (3 × 10 = 30)

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

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

Or

(b)   Explain about health benefits of yoga.

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

Or

(b)   Describe in detail about conscious mind and super conscious mind.

18. (a)   Explain:

(i)   Sirasasana

(ii)   Janusirasana

(iii) Trikona Asana

(iv)   Ardha Sasvangasana

(v)   Ardha Shalabhasana

Or

(b)   Define Mediation, Write the difference between yoga and meditation, benefits of meditation.

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3   **C–3468**

C–3469		Sub. Code
		91542

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

PRINCIPLES OF AIRLINE AND AIRPORT MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define aviation.

2.   Expand IATA and I.C.A.O. and name their head quarters.

3.   Define airport terminal building.

4.   What is airport charges?

5.   Give three examples of special passengers in airport.

6.   What is operational area in airport?

7.   Define baggage tag.

8. What is runway incursion?

9. What is P.P.P.?

10. What do you understand by the term environmental regulation in airport?

Part B (5 × 5 = 25)

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

11. (a) Enumerate the development of air transportation in India.

Or

(b) Describe the market potential of Indian airline industry.

12. (a) Describe the role of I.C.A.O. in international air transportation.

Or

(b) Who are the major stake holders in airport?

13. (a) Explain the function of airport.

Or

(b) What are the functions of D.G.C.A.?

14. (a) Explain in detail on how to handle special passengers in airport.

Or

(b) Write notes on airline terminal management.

2 C–3469

15. (a) Argue for and against public private participation.

Or

(b) Write briefly about the environmental regulations in Indian airports.

Part C (3 × 10 = 30)

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

16. (a) Explain the current challenges that are faced by airline industry in India.

Or

(b) Explain the organizational structure of airport sector.

17. (a) What are the aims and functions of I.A.T.A.?

Or

(b) Explain about the Indian scenario with regard to airport management.

18. (a) Explain the global trends in aviation industry.

Or

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

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C–3469

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

AIR TRAVEL MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define marketing mix.

2.   What do you mean by market segmentation?

3.   Differentiate between passport and VISA'S.

4.   Define customer service.

5.   What do you mean by TIM?

6.   Who are ultimate consumers?

7.   What are air traffic zones?

8.   What is airline decision?

9.   Define uniform and differential pricing.

10. What is brand management?

Part B   (5 × 5 = 25)

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

11. (a)   Explain the concept of air transportation industry.

Or

(b)   Explain the marketing planning in airline marketing.

12. (a)   What are the common mistakes we do make while travelling?

Or

(b)   What are the fleet and schedules related product features?

13. (a)   What are the needs of having immigration?

Or

(b)   Explain calculation of flying time.

14. (a)   Explain the classifications of airports airfield components.

Or

(b)   Explain the context of airport system planning.

C–3470

15. (a) Explain the structure of air freight policy.

Or

(b) Discuss the merits and demerits of travel agency distribution system.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in brief the segmentation variables in case of air passenger markets.

Or

(b) Explain PESTE analysis.

17. (a) Explain cost leadership four strategies.

Or

(b) Describe aircraft types and codes.

18. (a) Describe airport organization and associations.

Or

(b) Elucidate the distribution channels in the airline marketing strategy.

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C–3470

C–3471	Sub. Code
	91544

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

LOGISTICS AND AIR CARGO MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is logistics management?

2.   Define inventory.

3.   Define warehousing.

4.   What is inbound logistics?

5.   Differentiate between strategy formulation and strategy implementation.

6.   What is Global supply chain?

7.   What is valuable cargo? Give example.

8.   What is disbursement?

9.   What is cargo zone?

10. What is the functions of airway bill?

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the factors that challenges the logistics environment.

Or

(b) What is JIT? Write down its advantages and disadvantages.

12. (a) Explain the various trends in material handling.

Or

(b) Discuss the basic functions of product packaging.

13. (a) What are the phases involved in Global supply chain?

Or

(b) Explain the ways of improving logistics performance.

14. (a) Discuss the various types of cargo.

Or

(b) Briefly explain about the air cargo tariff.

C–3471

15. (a) Explain the handling facilities in airport cargo.

Or

(b) What are the emerging trend in cargo and cargo carriers?

Part C (3 × 10 = 30)

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

16. (a) Explain the importance and its components of logistics.

Or

(b) Explain the role of warehousing.

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

Or

(b) Discuss the steps involved in strategy formulation process.

18. (a) Explain the various facilities used at cargo terminal.

Or

(b) Discuss the industry regulations in air cargo.

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3   **C–3471**

C–3472	Sub. Code
	91545

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

CUSTOMER RELATIONSHIP MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   How do you build relationship marketing?

2.   What are the types of CRM?

3.   Differentiate between relationship marketing and CRM?

4.   How do you implement a CRM strategy?

5.   What is contact management in CRM?

6.   What is the status of CRM in India?

7.   What is the role of CRM system in the value chain?

8. What are the characteristic of a successful a customer ecosystem?

9. What are the components of data warehouse?

10. What is prospect database?

<div align="center">

Part B (5 × 5 = 25)

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

</div>

11. (a) How will you segment the customers using customer life time value?

<div align="center">Or</div>

    (b) What are the types of relationship marketing? Explain.

12. (a) Explain the functional area of CRM within the organization.

<div align="center">Or</div>

    (b) Discuss the importance of CRM in B2B sector.

13. (a) Describe about the sales force automation.

<div align="center">Or</div>

    (b) Briefly explain the concept of enterprise marketing management.

14. (a) Elaborate and discuss the difference approach to CRM in business intelligence.

<div align="center">Or</div>

    (b) Write a short note on benchmarking.

<div align="center">

2   **C–3472**

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15. (a) Write a short note on CRA.

Or

(b) What is database marketing and why it is important?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the benefits of customer intelligence in CRM.

Or

(b) How to approach CRM vendor selection?

17. (a) What are the importance of customer divisibility in CRM?

Or

(b) How do you implement a CRM strategy?

18. (a) Explain briefly about CRM value chain components.

Or

(b) How does corporate culture affect CRM?

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C–3472

C–3473		Sub. Code
		91546

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

TRAVEL AGENCY OPERATIONS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What are the reasons because of which people like to travel?

2.   What is TAAI?

3.   What all should you consider while costing a tour package?

4.   What are the variety of services provided by vouchers?

5.   What are the responsibility of cabin crew and ground staff?

6.   What is CAPPS II?

7.   How do you prescribe present situation and features of tourism in India?

8. Define ramp area.

9. What are the conditions in which a visa is issued?

10. Define apron and gates.

Part B $(5 \times 5 = 25)$

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

11. (a) Describe the importance of commercial planes.

Or

(b) Explain air taxi operators?

12. (a) Describe the role of tour brochures.

Or

(b) Explain the operation of tour packages.

13. (a) Explain in brief about international and domestic air traffic.

Or

(b) What is biometric? What are some of the technologies that are considered to apply biometrics to the airport security environment?

14. (a) Classify the components of tourism development.

Or

(b) Give your suggestions for the improvement of tourism in India.

C–3473

15. (a) Discuss airlines management at different terminals.

Or

(b) Elaborate pier site and satellite remote terminate.

Part C (3 × 10 = 30)

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

16. (a) Enumerate in details on baggage regulations for international travel.

Or

(b) Discuss in details about the various functions of IATA.

17. (a) Explain baggage handling system.

Or

(b) Identify the difference Buddhist circuits of our country which need to be promoted internationally and describe the steps to be undertaken for the development of these tourism circuits?

18. (a) Discuss the importance of product knowledge in packages tours.

Or

(b) Explain how GRANTT charts are used in airlines.

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C–3473

C-3474	Sub. Code
	91547

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

RETAIL MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is retailing?

2. What is database management?

3. Define retail organization.

4. Define franchising.

5. Name the types of store format defined by ownership.

6. What are the benefits of visual merchandising?

7. Define supply chain in retail.

8. What do you mean by FDI in retail?

9. What is Global retail?

10. What is meant by strategic alliance in retailing?

Part B (5 × 5 = 25)

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

11. (a) What are the factors influencing retailing?

Or

(b) What are the characteristics of retail business?

12. (a) Discuss the retail strategy planning process in detail.

Or

(b) Explain about corporate chains and warehouse clubs.

13. (a) Discuss the layout that would be suitable for supermarket and departmental stores.

Or

(b) How can you reduce the inventories losses?

14. (a) List the popular scale retailing malls in India .

Or

(b) Discuss the contribution of FDI for the growth of retail business.

C–3474

15. (a) What are the challenges facing by Global retailers?

Or

(b) Explain the recent trends in Global retailing.

Part C (3 × 10 = 30)

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

16. (a) Discuss the issues and challenges of career in retail.

Or

(b) Discuss the classification of retail units.

17. (a) Explain the various types of general merchandising retailing.

Or

(b) State the different types of retail store locations.

18. (a) Elaborate the emerging issues of retailing in present Indian scenario.

Or

(b) Discuss the factors affecting the success of Global retailing strategy.

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C–3474

C–3475	Sub. Code
	91551

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

AIRCRAFT MAINTENANCE AND CREW MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define aircraft maintenance.

2. What are maintenance program documents?

3. Summarize PP&C.

4. Write short notes on computer support for airlines.

5. Enumerate CRM.

6. Abbreviate CRIMs and CRIMEs.

7. Define data on incidents and accidents.

8.   What is LOSA?

9.   Write short notes on hangar maintenance.

10. What do you understand by morning meetings?

Part B   (5 × 5 = 25)

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

11. (a)   Explain detail the types of maintenance.

Or

     (b)   Enumerate the features MSG.

12. (a)   What are the functions of PP&C?

Or

     (b)   Explain the features of technical publications.

13. (a)   Detail the evolution and basics of CRM.

Or

     (b)   Summarize the standards of (CRIMs and CRIMEs.)

14. (a)   Evaluate the skills flight crew.

Or

     (b)   What the relevant factors in aviation safety?

15. (a)   What are the training methods and standardization
           of CRM?

Or

     (b)   Explain hanger maintenance and its organization
           structure.

C–3475

Part C   (3 × 10 = 30)

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

16. (a) What is

     (i)   Reliability

     (ii) Redesign

     (iii) Failure role patterns - support your answer with graphs.

                    Or

    (b) Explain in detail process and tasks oriented maintenance.

17. (a) What is flight control crew management? Evaluate their skills of performance.

                    Or

    (b) What are incident and accidents reports? Explain few of them with examples.

18. (a) What is CRM? What are its desired skills for training?

                    Or

    (b) Explain in detail the training standards of CRIMs and CRIMEs.

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3   **C–3475**

C–3476	Sub. Code
	91552

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Expand PESTE analysis.

2.   Mention porter's five forces.

3.   What is relationship marketing?

4.   Mention any two marketing communication techniques.

5.   What do you mean by labour cost?

6.   Mention any two problem of local rationales.

7.   What is TEM?

8.   What do you mean by Mid air collisions?

9.   What is Bird strike?

10. What do you mean by Aviation disaster?

                    Part B   (5 × 5 = 25)

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

11. (a) Explain the application of Porter's five force in
          airline industry.

                          Or

     (b) Discuss about focus strategies in airline marketing.

12. (a) Discuss about airline advertising.

                          Or

     (b) Explain about the anatomy of sales.

13. (a) Briefly explain on revenue enhancement.

                          Or

     (b) Discuss on labour cost and its reduction.

14. (a) Discuss about human errors in aviation.

                          Or

     (b) Explain about runway incursions.

15. (a) Briefly   explain   the   airport   operator's
          responsibilities.

                          Or

     (b) Discuss about psychological aspects involved in
          aviation.

                    2   C–3476

Part C (3 × 10 = 30)

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

16. (a) Discuss about the strategic families and its role in airline marketing.

Or

(b) Discuss on human reliability assessment in aviation industry.

17. (a) Write short notes on: i. Airside discipline ii. Mid air collisions.

Or

(b) Discuss in detail about airline business and marketing strategies.

18. (a) Explain following terms related to aviation:

(i) Uplink

(ii) Aerodrome

(iii) Touch down

(iv) Slant visibility

(v) Scheduling.

Or

(b) Explain in detail about the fundamentals and components of relationship marketing.

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B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

AIR TRAFFIC CONTROL

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is ATS?

2.   Define runway incursion.

3.   Explain RNAV.

4.   What do you mean by longitudinal separations?

5.   Define flight plan.

6.   What is primary RADAR?

7.   What do you mean by signal areas?

8. What are the visual aids for navigation?

9. Define runway saturation.

10. What do you mean by Airport Beacon?

Part B   (5 × 5 = 25)

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

11. (a) Enumerate the Aim and objectives of ATC.

Or

(b) Write short notes on Visual Flight rule operations.

12. (a) Write short notes on area control services.

Or

(b) Explain in brief about position reports.

13. (a) Describe the functions of Radar.

Or

(b) Explain the use of Radar in area control approach services in detail.

14. (a) Write short notes on type of runways.

Or

(b) Write short notes on Aerodrome reference point and Aerodrome elevation.

15. (a) Write short notes on landing direction indicator and wind direction indicator.

Or

(b) Explain in brief about various marking on runway.

2   **C–3477**

Part C (3 × 10 = 30)

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

16. (a) Explain in detail about various parts of ATS.

Or

(b) Explain the military and civilian ATC coordination in detail.

17. (a) Explain with block diagram in detail on secondary Radar.

Or

(b) Discuss about the navigational aids that are used for take off and landing.

18. (a) What is aerodrome data? Explain the physical characteristics and obstacles restricted in an aerodrome.

Or

(b) Explain in detail about runway and taxiway lighting.

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3

C–3477

C–3478	Sub. Code
	91554

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

AIR TRANSPORT IN TOURISM

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by travel and tourism?

2.   Name three Indian States with capitals.

3.   Explain air taxi operations?

4.   What do you mean by IATA and ICAO?

5.   Define hotel room type and cancellation policy.

6.   Explain rating systems in hotels.

7.   What is meant by currency fluctuation?

8.   What is GDS?

9.   Define tour planning.

10.   Explain about medical tourism.

Part B (5 × 5 = 25)

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

11. (a) Explain in brief about the principles, scope and operations of travel and tourism industry.

Or

(b) Explain in detail about five Indian states, capital and public holiday.

12. (a) Explain about the types of Indian tourism.

Or

(b) Write a short notes on hotel room types, bedding types and meal plans.

13. (a) Write a short notes on global distribution system and its utilities.

Or

(b) Explain the aims and objectives of IATA and ICAO.

14. (a) Explain briefly about training and development of travel agent.

Or

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

15. (a) Write briefly on the significance of tourism industry for the growth of Indian economy.

Or

(b) Explain about group tour planning and mass tourism.

C–3478

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

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

16. (a) Write in detail about the various types of transportation.

    Or

    (b) Enumerate in detail about the various aspects of hotel industry.

17. (a) Explain about important festival and tourism attraction.

    Or

    (b) Explain in brief about the various airports handling functions.

18. (a) Who is an IATA accreteted/approved travel agent? Explain in detail on various procedure for a travel agent to get IATA approval.

    Or

    (b) Discuss activities of people traveling.

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C–3478

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

SERVICE MARKETING/PUBLIC RELATIONS IN AVIATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. List out seven P's of marketing.

2. Define service marketing.

3. What do you mean by leisure services?

4. What is customer support service?

5. Define public relations.

6. Mention any two issues in public relations.

7. What do you mean by crisis management?

8. Mention the steps of public relations process.

9. Mention some elements of public relation.

10. What do you mean by communication in aviation?

Part B (5 × 5 = 25)

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

11. (a) Explain about various nature of services.

Or

(b) Explain segmentation followed with targeting and positioning in aviation industry.

12. (a) Explain the product and services related to aviation industry and also differentiate it.

Or

(b) Explain the perspective of tourism in aviation industry.

13. (a) Discuss on the type of media to be selected for providing information in aviation industry.

Or

(b) Explain why public relations is essential in aviation industry.

14. (a) Discuss about the planning and programming of public relations in aviation industry.

Or

(b) Explain how a crisis can be managed at airports.

C–3479

15. (a) Discuss on the PR planning and prioritization in aviation industry.

Or

(b) How will evaluate the PR program and also discuss on element of PR?

Part C (3 × 10 = 30)

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

16. (a) Explain the different types of pricing strategies and also explain which pricing strategy will be useful for aviation sector.

Or

(b) Discuss in detail about hotel and travel services.

17. (a) Discuss in detail about elo's and dont's in media handling.

Or

(b) Explain about the various challenges in selecting the media and utilizing it.

18. (a) Discuss on various communication channels and what are the choices in communication.

Or

(b) Explain about the quality of service industries and also specify the standards of quality in aviation industry.

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C–3479

C–3480		Sub. Code
		91556

B.B.A. DEGREE EXAMINATION

AIRLINE AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fifth Semester

CONSUMER BEHAVIOUR

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define the term behaviour.

2.   What is meant by marketing ethics?

3.   Define an industrial consumer.

4.   What do you mean by perception?

5.   What is perception?

6.   Define attitude.

7.   What is called formal group?

8.   Explain cross cultural customers.

9.   What is meant by opinion leadership?

10. What is innovation?

Part B (5 × 5 = 25)

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

11. (a) Discuss the importance of consumer behaviour to marketing.

Or

(b) List out the various factors influencing consumer behaviour.

12. (a) Explain the various elements of consumer research.

Or

(b) Explain the various theories of motivation.

13. (a) Discuss different types of learned behaviour.

Or

(b) What is the importance of studying consumer behaviour?

14. (a) Explain the role of family as basic decision making unit.

Or

(b) Discuss the importance of cross culture in consumer behaviour.

15. (a) Explain the involvement of the consumer in the purchasing process.

Or

(b) Discuss the dynamics of opinion leadership process.

2   **C–3480**

Part C (3 × 10 = 30)

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

16. (a) How does the environment impact the marketing decision?

Or

(b) Discuss the relevance of Engel – Kollat model in study of consumer behaviour.

17. (a) Explain the model of consumer behaviour based on stimulus – respond.

Or

(b) Discuss the role of socio – cultural dinersions in consumer behaviour.

18. (a) Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior.

Or

(b) Based on your own experience and observation what are the changes the recent demonetization has bought in consumer behaviour.

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C–3481		Sub. Code
		91561/i

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

AIR TRANSPORTATION SAFETY AND SECURITY

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Write the task of airport security.

2. Write the significance of check-tools on baggage screening.

3. Define nuclear terrorism.

4. What is Dirty bomb?

5. Write the characteristics of Hijacking.

6. List ot the measures for Hijacking.

7. What is chemical warfare?

8. Write the significance of Tokyo convention.

9. What is micro wave imaging?

10. What is Biometric screening at airport?

Part B $(5 \times 5 = 25)$

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

11. (a) List out the casual factors for related to airport.

Or

(b) Explain the personnel in airport enforcement authority.

12. (a) Write the consequences of 1970 Terrorist Hijacking.

Or

(b) Write short notes on nuclear Terrorism.

13. (a) Discuss about the international perspective of Hijacking.

Or

(b) List out the airport security program.

14. (a) Write the pillars of global counter terrorism tragedy.

Or

(b) List out the four main challenges around ECAC.

15. (a) Write short notes on microwave image technology.

Or

(b) Write short notes on Biosimmer.

C–3481

Part C   (3 × 10 = 30)

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

16. (a) Explain about the metal detector for airport security.

    Or

    (b) List out and explain the causes of Terrorism.

17. (a) Discuss about the "Cockpit Doors" as security perspective.

    Or

    (b) List out the steps taken to combat terrorism.

18. (a) Write the principles, procedures and application of microwave holographic imaging.

    Or

    (b) Write notes on international safety assessment programme.

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C–3481

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

AIR REGULATIONS

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is the role of DGCA?

2. What is the meaning of Civil Aviation Authority?

3. Define Air Transport Service.

4. Write the importance of the carriage by Air Act 1972.

5. Define "Airstrip".

6. Define "Air traffic service".

7. What is the significance of Chicago convention 1944?

8. Write the role of International Air Services Agreement.

9. Define "MEL".

10. Write the types of Operational Leasing Arrangements.

Part B (5 × 5 = 25)

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

11. (a) List out duties and responsibilities of Directorate of Air Safety.

Or

(b) What are the liabilities of DGCA?

12. (a) What are the conditions for Indian registered aircraft?

Or

(b) List out the offences committing violence on-board an aircraft in flight.

13. (a) What are the disqualifications for the office of the members in IAAI?

Or

(b) Write short notes on fund of the IAAI authority.

14. (a) Write the International Air Service Transit Agreement law and legal definitions.

Or

(b) Write the scope of application of Warsaw convention.

15. (a) Write the procedure for approval of MEL.

Or

(b) Write short notes on "Review of Defect Reports" on aircraft.

2 **C–3482**

Part C   (3 × 10 = 30)

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

16. (a) List out the functions of DGCA.

Or

(b) Explain the functions of corporation as per aircraft act 1934.

17. (a) What are the functions of the IAAI?

Or

(b) List out some on air articles of Chicago convention of ICAO.

18. (a) List out the procedure for promulgation of civil aviation requirements.

Or

(b) List out the flight crew standards in air regulations.

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3   **C–3482**

C–3483	Sub. Code 91563/i

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

AIRLINE AND AIRPORT MARKETING MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Write the importance of PESTE.

2.   Write the concept of 4Ps model.

3.   What is cost leadership position?

4.   What are the types of focussing in aircraft industry?

5.   What is quality control?

6.   What is uncontrollable cost in airlines?

7.   Write the factors for airline market positioning.

8.   What are the types of positioning?

9. Write the steps of airport marketing plan.

10. List out the non-aviation business.

Part B (5 × 5 = 25)

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

11. (a) What is called market segmentation and its possible mistakes?

Or

(b) Write short notes on climate changes in PESTE analysis.

12. (a) Write notes on Low cost focusing.

Or

(b) What do understand abut "Wildcat products"?

13. (a) Write short notes on air freight pricing.

Or

(b) Write short notes on future of distribution in travel agency.

14. (a) What are the major challenges of aircraft industry?

Or

(b) Write short notes on "Value chain" air transport.

15. (a) List out the business and organizations to employ aviation logistics.

Or

(b) List out the key players in the global aviation consulting service market.

C–3483

Part C (3 × 10 = 30)

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

16. (a) Briefly describe about the PESTE analysis.

Or

(b) Discuss about the network, frequencies and timings of fleet and schedule features.

17. (a) Briefly explain about the air freight product.

Or

(b) Explain about the positioning strategy and its different alternatives.

18. (a) Describe the factors involving marketing to secure an air carrier.

Or

(b) What are the role and scope of activity of the airport enterprises?

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3 C–3483

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

AIRCRAFT MAINTENANCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Write the importance of scheduled maintenance.

2.   Define maintenance intervals.

3.   What is MMEL?

4.   Write the significance of ATA documents?

5.   What are the functions of PPC?

6.   What are the purposes of technical publications?

7.   What are the main purposes of flight handling department?

8.   List out the specialities of hanger support shop.

9.   Define the term reliability.

10. What is the role of quality audit?

Part B (5 × 5 = 25)

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

11. (a) Write short notes on "Maintenance steering group"?

Or

(b) List out and describe the various maintenance standard intervals?

12. (a) Discuss about the advisory circulars and airworthiness directives?

Or

(b) Write short notes on "Task cards".

13. (a) What area the planners need to know to adjust future plans?

Or

(b) Write the roles of organization of PPC?

14. (a) List out "Line station activities".

Or

(b) Write short notes on "Hanger maintenance".

15. (a) List the continuous records required for quality audit?

Or

(b) Write the primary responsibilities of maintenance safety program manager?

2

C–3484

Part C (3 × 10 = 30)

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

16. (a) Briefly describe about the condition monitoring process?

Or

(b) List out the requirements for aircraft maintenance organization?

17. (a) Briefly explain the class "C" check planning?

Or

(b) Explain about the maintenance control center responsibilities?

18. (a) Discuss about the elements of reliability program.

Or

(b) Discuss about the hamper maintenance activities.
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C–3484

C–3485	Sub. Code
	91565

B.B.A. DEGREE EXAMINATION

AIRLINES AND AIRPORT MANAGEMENT

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Sixth Semester

AVIATION RESOURCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define CRM.

2. List out the four components for support decision making process of Flight Crew.

3. What are the roles of cabin communications?

4. Define "Empathy".

5. What is physical fatigue?

6. What are the causes of stress?

7. Write the key components of environmental awareness of pilot.

8. List out the types of ATC (Air Traffic Control).

9. What is OLTP?

10. Define "Innovation".

Part B (5 × 5 = 25)

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

11. (a) Write short notes on "Skills of CRM" (Crew Resource Management).

Or

(b) List out the Number of important questions regarding Flight Crew Group Process.

12. (a) Write short notes on "Stress Tolerance of Cabin Crew".

Or

(b) What are the key skills for flight attendant?

13. (a) List out the scientific principles of fatigue management.

Or

(b) Write short notes on "types of stress".

14. (a) List out the basic requirements for Pilot.

Or

(b) What are the Instruments for ATC Selection Test?

C–3485

15. (a) List out the duties of "Airlines Operational Manager".

Or

(b) Write short notes on "Innovative work behavior".

Part C (3 × 10 = 30)

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

16. (a) Describe about the Crew Resource Management works.

Or

(b) List out 20 Essential Skills needed to become a Cabin Crew Member.

17. (a) What are the Indications of Excessive Fatigue?

Or

(b) Briefly describe about the Pilot Selection Process.

18. (a) Describe about the 10 Emerging techniques for Flying.

Or

(b) Briefly discuss about the "Future of Aviation Operation.

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3 C–3485