

**C-4889**

**Sub. Code**

**91513**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**Airlines and Airport Management**

**MANAGEMENT PROCESS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by Business?
2. Differentiate Business and profession.
3. Define Scientific Management.
4. Write your answer about Management as art.
5. Why we need to plan before the work?
6. Define planning.
7. Define Delegation
8. What is tolerance of mistake?
9. What is Free-rein Style?
10. What is Managerial Grid Style?

**Part B**

(5 × 5 = 25)

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

11. (a) Write short notes on Partnership.

Or

- (b) List out the requirements of the successful Business.

12. (a) Explain in detail about scientific management.

Or

- (b) Write short notes on Management a science.

13. (a) What are the advantages of MBO?

Or

- (b) Explain about process of Decision making.

14. (a) Write short notes of project organization.

Or

- (b) Explain about the process of Delegation.

15. (a) What are the purpose of directing?

Or

- (b) Explain about Control process.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain about Principles of Taylor.

Or

- (b) Write in details about the managerial Functions.

17. (a) Explain in details about the process of Organization.

Or

(b) Explain about Herzberg's Two Factor Theory of Motivation.

18. (a) Explain about the features of Joint Hindu family firm.

Or

(b) Explain about the types of Control.

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**C-4890**

**Sub. Code**

**91514**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**Airline and Airport Management**

**COMPUTER APPLICATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term Computer.
2. Write the command to create new directory in DOS.
3. What is the purpose of Cut and Paste commands in MS-WORD?
4. Name the different types of breaks available in MS-WORD.
5. Write down the steps to add a new worksheet in Excel workbook.
6. How formulae are applied in EXCEL?
7. How will you insert a new slide in PowerPoint?
8. What is meant by slide transition?
9. Name any two datatypes supported in MS-ACCESS.
10. What are the components of Access Table?

**Part B**

(5 × 5 = 25)

Answer choosing Either (a) Or (b) in each question

11. (a) Describe the structure of computer system.

Or

- (b) Explain the functions of OS.

12. (a) How will you insert header and footer in a word document? Explain the steps.

Or

- (b) Explain spell check features and its working in MS-WORD.

13. (a) Write the different formatting options in EXCEL for numeric and date values.

Or

- (b) How will you print a worksheet? Explain the steps and printing options.

14. (a) Explain the various views in PowerPoint.

Or

- (b) How will you add special effects to your slide? Explain.

15. (a) Write the procedural steps to create a query for student table. Assume the following fields REGNO, DEGREE, NAME, AGE, SEX and MARK in student table.

Or

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

**Part C**

(3 × 10 = 30)

Answer choosing Either (a) Or (b) in each question

16. (a) Explain the features of DOS.

Or

- (b) Explain the steps to perform mail merge operations in MS-Word.

17. (a) Illustrate the step by step procedure to create a chart in MS-EXCEL.

Or

- (b) Explain the animation technique in PowerPoint.

18. (a) Write down the steps to create an employee table and add queries. Generate a report containing data of all female employees.

Or

- (b) Explain Query and Query wizard in MS-ACCESS.

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**C-4891**

**Sub. Code**

**91515**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**First Semester**

**Airline and Airport management**

**ACCOUNTING FOR MANAGERS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define Accounting.
2. What is Double Entry System?
3. What is Journal?
4. What is subsidiary book?
5. List out few items in profit and Loss A/c.
6. What is EOQ?
7. What is meant by Minimum stock level?
8. Gantt remuneration policy.
9. What is P/v ratio?
10. What is Flexible Budget?

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between Book keeping and Accountancy.

Or

- (b) What are the rules of debit and credit?

12. (a) Explain the imprest system of petty cash book.

Or

- (b) Enter the following in a simple cash book

	Rs.
2018 Jan 1 Cash in hand	5000
3 Paid rent to Land Lord	400
5 Sold goods for cash	300
6 Purchased office furniture	1200

13. (a) Explain the various methods in calculating Remuneration and labour cost.

Or

- (b) What is cost sheet and various Items appeared in cost sheet?

14. (a) Explain the advantages of cost Accounting.

Or

- (b) Explain the cost classification.



15. (a) What are the limitations of standard costing?

Or

- (b) Prepare Marginal cost statement

Direct materials	4500
Direct Wages	2500
Factory o/h	1500
Administrative Expenses	1250
Profit	9750
Sales	5250
	<u>15000</u>

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Give the main divisions of accounting and discuss briefly the scope of each.

Or

- (b) Define the term journal and explain its present day use.

17. (a) Prepare Trading and profit and Loss A/c of Mr. Suraj for the year ending 31<sup>st</sup> Dec 2018.

	Rs.
Stock (1.1.18)	2,00,000
Purchaser	2,55,000
Wages	1,00,000
Carriage	5,000

Purchases returns	13,250
Export Duty	9,000
Sales	5,75,000
Coal	25,000
Sales Return	10,000
Stationary	2,250
Stock (31.12.18)	3,00,000
Salaries	30,000
Rent	12,000
Depreciation	3,020
Repairs	6,000
Discount allowed	12,505
Bad debts	9,000
Advertisement	2,500
Gas and Water	1,500
Factory lighting	2,500
General Expense	4,000

Or

- (b) What is Break even analysis? Discuss its assumptions and uses.
18. (a) What are the essentials of a good Budgetary control system?

Or

- (b) Write a short notes on accounting concepts.

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<b>91523</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**Airline and Airport Management**

**BUSINESS LAW**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Who is the man of unsound mind?
2. What is Free Consent?
3. Define consideration.
4. Define Agent.
5. Define Private Limited Company.
6. What is Prospectus?
7. What is the objective of MRTP Act?
8. Define Void contract.
9. What is Consumer Protection Act?
10. Define Breach of Contract.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the legal rules of Acceptance?
- Or
- (b) Define offer. What are the legal rules of offer?
12. (a) What are the modes in which the agency can be terminated?
- Or
- (b) Explain the rights and duties of Agent.
13. (a) Explain the difference between Sale and Agreement of Sale.
- Or
- (b) Write short notes on
- (i) Partnership firm and
  - (ii) Public Limited Company
14. (a) Describe the Procedure for an Incorporation of a company.
- 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) Write short notes on Foreign Exchange Management Act, 1999.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define valid contract and explain its essentials conditions.

Or

- (b) Explain the various modes of discharging contract.

17. (a) What do you understand by (i) MOA and (ii) AOA. Explain.

Or

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

18. (a) Explain Customs and Central excise Act.

Or

- (b) Enumerate the Intellectual Property rights.

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91524
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**Airlines and Airport Management**

**MATHEMATICS FOR MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define power set. Give suitable example.
2. Explain symmetric and skew symmetric matrix.
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 4 and 2 respectively. Find their harmonic mean.
5. What are the steps involved in statistical enquiry?
6. What are the measures of central tendency?
7. Given : Average mean = 35.6 and mode = 32.3. Find out median.
8. What do you mean by regression co-efficient?
9. If milk costs Rs. 4.50 a litre in 2005 and Rs. 4.85 in 2006. Find the simple price index for 2006.
10. Write the formula for the circular test.

**Part B****(5 × 5 = 25)**Answer **all** questions choosing either (a) or (b).

11. (a) Verify Demorgan's law by using Venn diagram.

Or

- (b) Solve the following equation by Cramer's rule method

$$x + y + z = 1$$

$$x - 2y + 3z = 2$$

$$x - 3y + 5z = 3$$

12. (a) Calculate the amount and the compound interest on 15,000 at 10%. Compounded half yearly
- $1\frac{1}{2}$
- years.

Or

- (b) In an arithmetic series the 7
- <sup>th</sup>
- and the 9
- <sup>th</sup>
- terms are respectively 16 and 20. Find the
- $n^{\text{th}}$
- term.

13. (a) Write short notes about the graphs of frequency distribution.

Or

- (b) Write the difference between Diagram and Graph.

14. (a) Calculate Quartile deviation and its co-efficient from the following data :

$X:$     60    61    62    63    65    70    75    80

$F:$     1    3    5    7    10    3    1    1

Or

- (b) Compute mean deviation from the following data :

$$X: 15 \quad 25 \quad 35 \quad 45 \quad 55 \quad 65 \quad 75$$

$$F: 3 \quad 2 \quad 7 \quad 9 \quad 12 \quad 6 \quad 3$$

15. (a) Construct an index for the year 2011 taking 2010 as base year from the data given below.

Commodity	Price in 2011	Price in 2010
A	60	70
B	70	60
C	50	40
D	40	40

Or

- (b) Explain the notation used in index number.

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain types of sets with an example.

Or

- (b) Solve the following linear equation, using matrix Inversion

$$3x + y + z = 0$$

$$5x + 3y - z = 4$$

$$\frac{1}{2}x - 6y + z = -5.$$

17. (a) Calculate Karl Pearson's coefficient of correlation.

Wages	100	101	103	102	104	99	97	98	96	96
Cost of living	98	99	99	97	95	92	95	94	90	91

Or



- (b) Find the Spearman Rank correlation co-efficient from the following data :

<i>X</i>	1	2	3	4	5	6	7	8	9	10
<i>Y</i>	2	4	1	5	3	10	9	6	7	8

18. (a) Explain the methods of primary data collection.

Or

- (b) Explain the scope of statistics.
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<b>91525</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**Airline and Airport Management**

**ORGANIZATIONAL BEHAVIOUR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define organizational psychology.
2. Define individual differences.
3. What is intelligence test?
4. Define personality?
5. Define perception?
6. What is job satisfaction?
7. What is sociometry?
8. What is group cohesiveness?
9. Define training.
10. Define conflict.

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

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

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

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

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

Or

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

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

Or

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

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**C-4892**

**Sub. Code**

**91532**

**B.B.A. DEGREE EXAMINATION, NOVEMBER – 2021**

**Third Semester**

**Airlines and Airport management**

**AVIATION INDUSTRY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List some Aircraft manufacturer.
2. What is lighter than Aircraft?
3. What are the function of IATA
4. Give some Indian Airport Names.
5. What are the functions of Managerial of Airport?
6. Draw a layout of Aircraft.
7. Write a short notes on Ramp services.
8. What is meant by Boarding Pass?
9. What is Crisis Management?
10. What do you meant by act of unlawful interference?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the challenges faced by the Aviation industry?

Or

- (b) Classify the Aircraft based on the structures.

12. (a) Write short notes on Joint use Airport.

Or

- (b) What are the role and functions of National Aviation Authorities?

13. (a) Explain about any one ground handling equipment.

Or

- (b) How VIP and CIP are handled? Explain it.

14. (a) What are the services provided in Airport?

Or

- (b) Write short notes on Baggage clearance in Airport.

15. (a) Explain about Migration measurements.

Or

- (b) How SOP for Bomb threat is detected?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the evolution of Aviation Industry.

Or

- (b) Explain in detail about the role of State and central government airport authorities in India.

17. (a) Draw and Explain the layout of Airport

Or

(b) Explain about Services and Guideline issued for Human remains in India.

18. (a) Explain about the formalities followed for issuing boarding pass.

Or

(b) Explain in details about Corona Pandemic situation faced by Aviation industry. How to deal with this crisis?

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**C-4893**

**Sub. Code**

**91533**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**Airlines and Airport management**

**AVIATION ANCILLARY SERVICE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is ground handling?
2. Do ground handlers and the airport operator work together to enhance the safety systems at the airport?
3. What are the identification in Baggage tag and boarding pass?
4. Define Embarkation.
5. Define Perishable Cargo?
6. What is Shipper's Certification?
7. Who typically owns airports in the India?
8. List the runway edge lighting
9. What is access control?
10. What is SARPs?



**Part B**

(5 × 5 = 25)

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

11. (a) Explain about the role of inside and outside of airport?

Or

- (b) Explain the function of baggage and Freight/Mail Handling.

12. (a) Define the Indian aviation's passenger services during arrival and departure.

Or

- (b) What are the types of baggage?

13. (a) Highlight the types of products shipped by air.

Or

- (b) What are the different types of freight terminals?

14. (a) What is the difference between escorting and security?

Or

- (b) What are the major classifications of accommodations available in India?

15. (a) How has airport security traditionally adapted to civil aviation threats?

Or

- (b) What is the difference between the Safety Performance Indicators and Safety Targets?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail about the facilities and services of airlines provided to VVIPs and VIPs in India.

Or

- (b) Explain in detail about Alarm Monitoring Mechanism.

17. (a) Explain about Hospitality Accommodation Services.

Or

- (b) Explain in detail about Visual Approach Slope Indicator System.

18. (a) Explain the types of flows in the traditional cargo chain with the help of a diagram.

Or

- (b) Explain in detail about the functions of ground handling.

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**C-4894**

**Sub. Code**

**91534**

**B.B.A. DEGREE EXAMINATION, NOVEMBER – 2021**

**Third Semester**

**Airlines and Airport management**

**AIRLINE AND AIRPORT ORGANISATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Demand factor?
2. What are the different aims of IATA?
3. Define Federal Inspection service?
4. What is screening?
5. What is the difference between the safety performance indicators and safety targets?
6. How aircraft accidents and incidents are related to each other?
7. List the different types of Hotels
8. What are the different ways of handling passengers
9. What are the principles of organization planning?
10. What is an airport layout plan?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the competition between airlines in the world.

Or

- (b) Explain the objectives of ICAO.

12. (a) Explain about Aircraft fleet maintenance.

Or

- (b) Write a short note on the marketing analysis.

13. (a) What are the requirements of ICAO?

Or

- (b) Briefly described below: (i) Collect the data.  
(ii) Analyse the data.

14. (a) Why the coordination between tourism organisations is important?

Or

- (b) What are the coordination supporting agent in air tourism?

15. (a) What are the functions of DGCA and AAI?

Or

- (b) What is Airfield pavement? Explain it.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the history of aviation.

Or

(b) Explain the tools used to assist with the scheduling and management of gate operations.

17. (a) Explain the role of travel agents in planning a tour.

Or

(b) How does state-level system planning differ from regional level system planning?

18. (a) Discuss in details about the importance of tourism as economic development tool.

Or

(b) Explain in detail about the development of Air transport in India.

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**C-4895**

**Sub. Code**

**91535**

**B.B.A. DEGREE EXAMINATION, NOVEMBER – 2021**

**Third Semester**

**Airlines and Airport Management**

**ECONOMICS FOR EXECUTIVES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define partnership.
2. Write short note of elasticity of demand?
3. Define law of diminishing.
4. What are the assumptions in law of variable proportions?
5. Draw oligopoly graph?
6. What is price discrimination?
7. What is meant by interest?
8. Define pure profit.
9. What is administrative inefficiency?
10. What is the relationship between government and business?

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between extension and increase in demand?

Or

- (b) Explain about uncertainty theory?

12. (a) Draw and explain cost curve in short run in law of diminishing.

Or

- (b) Explain about external diseconomies scale.

13. (a) Describe pricing in market period.

Or

- (b) Explain about perfect competition.

14. (a) Explain the social function of profit?

Or

- (b) Write short note on uncertainty bearing theory on profit.

15. (a) Give the reason for poor performance of PSEs.

Or

- (b) Explain about any one pricing policy of public utilities.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about the types of Business firms.

Or

- (b) Describe about the types of production cost?

17. (a) Explain with graph about pricing under monopoly.

Or

- (b) What is innovation theory of profit? Explain the types of innovation theory.

18. (a) Explain the factor which is consider for public sector enterprises.

Or

- (b) What are the features of oligopoly?
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**C-4896**

**Sub. Code**

**91536**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Third Semester**

**Airlines and Airport Management**

**PERSONALITY DEVELOPMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. How observation is different from Listening?
2. What is Positive outlook?
3. Define empathy?
4. What is mental blocks?
5. What is meant by Leadership with example?
6. What is participative leadership?
7. List some interview skills.
8. What is Goal orientation?
9. List some soft skills to include in your resume
10. What are the importance of grooming?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the benefits of effective communication?  
Or  
(b) How to improve observation skills?
12. (a) Explain in (200 words at least) about the situation you underwent empathy.  
Or  
(b) How to improve creativity?
13. (a) What are the seven rules of Motivation?  
Or  
(b) What do you think about waste of time? Explain in short note about your time waster.
14. (a) How do you prepare for a job interview?  
Or  
(b) What are the seven steps to success at the interview?
15. (a) Give some tips for good presentation.  
Or  
(b) Write short notes on Attitudes and professionalism for interview.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about the stages of listening process.  
Or  
(b) Explain elaborately about your Goal and how you planned to achieve it?

17. (a) Explain about top 10 leadership quality.

Or

(b) Explain in detail about any training undergone in your area which is shown in resume.

18. (a) Write about yourself (10 lines).

Or

(b) Write about the Thank you letter for receiving the Job interview call from XXX company, YYY position, ZZZZ(address)

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**C-4897**

**Sub. Code**

**91537**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Third Semester**

**Airline and Airport Management**

**YOGA FOR HUMAN EXCELLENCE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. What is Misconception of Yoga?
2. Write any two objectives of Yoga.
3. Define Pranayama.
4. Write any Five Limbs of Yoga.
5. Define Yogic Practices.
6. Mention any two importance of Yoga in Physical Education.
7. Write down the classification of Asanas.
8. List down the types of Mudras.
9. List down the School of Meditation.
10. Write any Two benefits of Brahma Kumari's Meditation.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

All questions carry equal marks.

11. (a) Write some messages from Bhagavatgita about Yoga.

Or

- (b) Write in detail about the Scope of Yoga.

12. (a) Discuss about Hatha Yoga.

Or

- (b) Narrate - Raja yoga.

13. (a) Explain the application of Yoga in Physical Education.

Or

- (b) Narrate some of the teaching techniques of Yoga in this Pandemic Situation.

14. (a) Write the Preparatory Movements of doing Suryanamaskar.

Or

- (b) List down the Types of Kriyas and explain it with examples.

15. (a) Discuss about the Brahma Kumari's School of Meditation.

Or

- (b) Narrate the Transcendental Meditation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

All questions carry equal marks.

16. (a) Explain the Need and Scope of Yoga.

Or

(b) List down the Path of Yoga and explain it with examples.

17. (a) Explain in detail about the Patanjali's Yoga Sutra and Thirumoolarthirumanthiram.

Or

(b) Write the concept and benefit of Transcendental Meditation.

18. (a) Write the difference between the Yogasanas and Physical Exercises.

Or

(b) Define Mudras and explain in detail about the methods and uses of doing Mudras.

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**C-4898**

**Sub. Code**

**91542**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fourth Semester**

**Airlines and Airport Management**

**PRINCIPLES OF AIRLINE AND AIRPORT  
MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is based aircraft?
2. What are the purposes of Airport Organization Chart?
3. What are the Objectives of IATA?
4. How ICAO codes are made?
5. What is the growth driver of Aviation Sector in India?
6. What are the Implications of Aircraft Industry?
7. What is (ARS) Aircraft Reservation System?
8. What is check-in?
9. How are Landing fees charged?
10. Write the Significance of Runway Charges.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the Primary Duties of Airport Managers.  
Or  
(b) Write short notes on Flight Information Display (FIDS).
12. (a) List out the Aims of ICAO.  
Or  
(b) Write the Roles of ICAO in Airport Code System.
13. (a) What are the Government imitations for Indian Airline Industry?  
Or  
(b) Write short notes in Competition in Airline Industry.
14. (a) What are the Immigration Formalities?  
Or  
(b) Explain about the Processes of Baggage Handling System in Airport.
15. (a) What are the Airport Charges?  
Or  
(b) Why did India go for PPP Model?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly Describe about the Airport Operation.  
Or  
(b) Write short notes on Current Challenges faced by airports in India.



17. (a) What are the activities of ICAO Annexure-18?

Or

(b) Explain the types of Risks in the Aviation Industry.

18. (a) Write short notes on DGCA.

Or

(b) Explain about the Various Special Attendant to the passengers.

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**C-4899**

**Sub. Code**

**91543**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fourth Semester**

**Airlines and Airport Management**

**AIR TRAVEL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the different types of air transportation?
2. What is the meaning of Sea Transport?
3. What are the four types of Marketing Strategies?
4. What is Cost Leadership Strategy?
5. What are the categories of aircraft?
6. How do you calculate Flight Time?
7. What are the components of Airport?
8. List out the parts of Terminal Area?
9. How is air freight cost calculated?
10. What Pricing Strategies airlines use?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the advantages of sea transport?

Or

- (b) Write short notes on Multimodal Transport?

12. (a) Write short notes on Strategy for competitive advantages for Porter's Model.

Or

- (b) List out Eight advantages of Air Freight.

13. (a) Write short notes on OAG Air Cargo Type.

Or

- (b) What are the potential applications of OAG?

14. (a) List out wide variety of Terminal Design.

Or

- (b) Write short notes on Ground Control in Airport.

15. (a) Write five main categories of distribution channel.

Or

- (b) How does a Global Distribution system work?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Explain the factors limiting the volume of air freight in developing countries.

17. (a) Briefly discuss about flight tracking terminology.

Or

(b) How air traffic control works?

18. (a) List out and explain the types of Air Freight carriers and their business models.

Or

(b) List out the components of Marketing strategies in air travel.

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**C-4900**

**Sub. Code**

**91544**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fourth Semester**

**Airlines and Airport Management**

**LOGISTICS AND AIR CARGO MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write the basic concept of Logistics?
2. What is the impact of Logistics related to environment?
3. What is Transportation and Warehousing?
4. Write the Importance of Material handling in Logistics?
5. What is a Logistic Environment?
6. What are the documents used in Logistics?
7. What are the types of Air Cargo?
8. What is Perishable Cargo?
9. What is Airway Bill?
10. What is the definition of air cargo and write three categories does it include?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out and explain the components of Logistics system.

Or

- (b) List out the Advantages of Logistic Sector.

12. (a) Write the six roles of warehousing in Logistics.

Or

- (b) Write the few Common inbound Logistics Example.

13. (a) How to Improve Logistics Performance?

Or

- (b) What is the difference between Global Supply Chain and Local Supply Chain?

14. (a) List out Airfreight Service Level.

Or

- (b) Write short notes on Perishable Logistics.

15. (a) List out the facilities required improving the airplane's air cargo capability.

Or

- (b) Explain three attributes linked with importance and performance of transport terminals..

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about the Various Channel structure of Air Logistics.

Or

- (b) List out the importance of warehouse in logistics system.

17. (a) List out the seven types of Transport Documents used in Global Supply Chain Management.

Or

- (b) List out the Regulatory Policy Issues of Air Cargo.

18. (a) Briefly explain about the Cargo Warehouse Automation.

Or

- (b) Discuss about the problems faced in Handling of Perishable items.

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**C-4901**

**Sub. Code**

**91545**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fourth Semester**

**Airlines and Airport Management**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Why customer relationship is important?
2. Differentiate transactional and relationship approach.
3. What is relationship network?
4. Define direct function of CRM.
5. What is enterprise marketing management?
6. What is contact management?
7. What is QIC model of CRM?
8. Define integrated business management.
9. What are the sources available for data collection?
10. What is data mining?



**Part B**

(5 × 5 = 25)

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

11. (a) Explain about internal relationship management.

Or

- (b) Explain five levels of relationship marketing.

12. (a) Draw a relationship life cycle model.

Or

- (b) What are the roles of sales people as a relationship builder in CRM?

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

Or

- (b) Write a short note on Sale force automation.

14. (a) Explain about any one technology used for vendor selection.

Or

- (b) Explain about steps in aligning the customer.

15. (a) What are the challenges faced in Data base marketing?

Or

- (b) How to improve the marketing using Technology?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain about the customer life cycle.

Or

- (b) Explain in detail about the analysis technologies in CRM.

17. (a) Explain about the functions of customer relationship management.

Or

- (b) Explain in detail about value chain concept.

18. (a) Why vendor selection is important and how it will leads to success explain it?

Or

- (b) Explain in detail about sales force management.

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**C-4902**

**Sub. Code**

**91546**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fourth Semester**

**Airlines and Airport Management**

**TRAVEL AGENCY OPERATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Differentiate between tour and travel.
2. What are the elements of travel agency?
3. Why should you provide a quality service?
4. What are the role of brochures?
5. What do you understand by freight traffic?
6. What is the Trusted Traveller Program?
7. Define tourism.
8. What is the role of travel agent?
9. List the types of passport.
10. Define Visa.

**Part B**

(5 × 5 = 25)

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

11. (a) What are the various functions performed by travel agents?

Or

- (b) Explain air taxi operations.

12. (a) What steps would you initiate regarding the departure of a tourist group?

Or

- (b) Explain about the elements in tour package.

13. (a) Explain the operations of airlines.

Or

- (b) Write short note on Personal frisking.

14. (a) Write a short note on foreign exchange earner.

Or

- (b) Write about your experience in arranging tour using agent.

15. (a) What are the different kinds of Passport?

Or

- (b) List the reason for Visa refusal.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about the classification of travel agents.

Or

- (b) What are Strategic Plans of ICAO's?

17. (a) Explain about the feedback system maintained by tour operators and how it is important?

Or

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

18. (a) Explain about the components of development of tourism.

Or

- (b) Explain the types of Visa.

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**C-4903**

**Sub. Code**

**91547**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fourth Semester**

**Airlines and Airport Management**

**RETAIL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List out the various non-store retailer.
2. How does retail is taken as career?
3. What are the advantages of franchise?
4. What is warehouse club?
5. Define inventory?
6. How to manage the retail organization?
7. What is meant by FDI?
8. What are the levels of packing?
9. List the factors involving the success of global retailer
10. Define Global retailer.

**Part B**

(5 × 5 = 25)

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

11. (a) What are the characteristics of retailing?  
Or  
(b) What are the factors influencing the retailing?
12. (a) Explain about anyone retail organisation.  
Or  
(b) What are the importance of Retailing?
13. (a) List out the objective of store design.  
Or  
(b) Describe the various types of layout in retail organization.
14. (a) Why retailer wants to come/invest in India?  
Or  
(b) Who are the drivers of retail in India and describe them?
15. (a) Write short note on existing or potential sales opportunities.  
Or  
(b) Write the changes faced by global retailer.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about various types of retailing.  
Or  
(b) Explain in detail about the retail strategic planning process.

17. (a) How to allocate the size and space design/layout of the retail organization?

Or

(b) Explain about the FDI impact on local retailers.

18. (a) Explain in detail about the growth of the retail in India.

Or

(b) What are the strategic planning process of global retailer? Explain it.

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**C-4904**

**Sub. Code**

**91551**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**Airlines and Airport Management**

**AIRCRAFT MAINTENANCE AND CREW MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the importance of maintenance.
2. What is maintenance programme?
3. Define forecasting.
4. Write the benefits of technical publication.
5. What is CRM?
6. How does CRM matter in Airline industry?
7. Write the importance of CRM skills.
8. Define LOSA
9. Define role based training in CRM
10. List out the crew skill requirement.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role and responsibilities of engineer during maintenance.

Or

- (b) Differentiate reliability maintenance and redesign maintenance.

12. (a) Write the importance of production planning and control.

Or

- (b) State the importance of technical training in the airline industry.

13. (a) Explain the evolution of CRM and mention its requirements.

Or

- (b) What is the impact of CRM in flight safety?

14. (a) What are the methods used to evaluate the effectiveness of flight.

Or

- (b) How do you choose CRM system for a better effectiveness?

15. (a) Briefly explain organization of Hanger maintenance.

Or

- (b) Explain any one CRM training method.

**Part C**

(3 × 10 = 30)

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

16. (a) Briefly explain about failure rates of aging aircraft and mention various patterns of failure.

Or

- (b) What factors are associate with success and failure CRM?

17. (a) Explain in detail about the Skills required for CRM.

Or

- (b) Mention computer program modules in CRM.

18. (a) Explain in detail about the bathers to success of CRM.

Or

- (b) Explain the relationship between 'Production planning' and 'control'.

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**C-4905**

**Sub. Code**

**91552**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**Airlines and Airport Management**

**AIRLINE MARKETING AND AVIATION SAFETY  
MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is slot return deadline?
2. Write short notes on aircraft emission.
3. What is meant by anatomy of sale?
4. How do airlines deliver their quality?
5. How to improve the profit of airline industry?
6. What is Ancillary Revenue?
7. What are the root causes of human errors?
8. What is the framework of Threat and Error Management framework (TEM)?
9. What are the various causes of aviation accidents?
10. What do you understand by airline investigation?

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly discuss the effect of deregulation and terrorism on airline industry.

Or

- (b) What is the focus strategy in airlines?

12. (a) Briefly explain any one components of relationship marketing strategy.

Or

- (b) Why does a reputation for quality crucial to the brand development of many airlines?

13. (a) Explain the forecast drive to improve the profit of airline industry.

Or

- (b) Explain the cost reduction in sourcing.

14. (a) Explain the history of threat and error management.

Or

- (b) What are the root causes of human errors?

15. (a) What kind of discipline should be maintained at airside?

Or

- (b) Write short note on Maintenance Resource Management.

**Part C**

(3 × 10 = 30)

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

16. (a) What do you understand by PESTE analysis? Explain in detail.

Or

- (b) Briefly explain media buying in airline industry.
17. (a) Briefly explain the human reliability assessment techniques.

Or

- (b) Explain about the importance of investigation and analysis of aviation accidents.
18. (a) Explain the maintenance of aircraft and airport in your own words.

Or

- (b) Explain the defence measures against hazardous bird strikes.
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**C-4906**

**Sub. Code**

**91553**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**Airlines and Airport Management**

**AIR TRAFFIC CONTROL**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the Scope of air traffic services?
2. Which aircraft need separating?
3. Define RNP.
4. Write a short on flight plan.
5. What do you mean by Emergency descent?
6. What is the use of radar in area control service
7. Define Aerodrome Elevation.
8. What is instrument runway markings?
9. Define Obstacles restriction.
10. What is the use of wind direction indicator?

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the parts of ATC.

Or

- (b) Explain the objectives of ATS.

12. (a) What is the difference between RNAV and RNP.

Or

- (b) Explain Lateral Separation based on Time and distance.

13. (a) What type of radar used in Area and Approach control?

Or

- (b) Describe about Flight information and Advisory service.

14. (a) Write a short note on aerodrome data and its terminologies.

Or

- (b) Differentiate between Runway and Taxiway including runway markings.

15. (a) What are the Visual aids (aeronautical marking and lighting system)?

Or

- (b) With neat sketch explain the various markings.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write short note on Classification of Airspaces and Various Kinds of Separations.

Or

- (b) Explain briefly about function and operation of VFR and IFR.

17. (a) Write a short note on primary radar and secondary radar.

Or

- (b) Describe about the assignment of cruising levels minimum flight altitude ATC routes and significant points.

18. (a) Mention the ways of designing runways in an overview.

Or

- (b) Explain in detail lighting system used in runways.

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**C-4907**

**Sub. Code**

**91554**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.**

**Fifth Semester**

**Airlines and Airport Management**

**AIR TRANSPORT IN TOURISM**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List some tourist place.
2. Define tourism.
3. What are the modes of transportation?
4. What is meant by IATA?
5. Define boarding.
6. List out the room types.
7. What are the travel motivators?
8. What are the various functions performed by travel agents?
9. What are the functions of destination management companies?
10. What is meant by supplier relationship?

**Part B**

(5 × 5 = 25)

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

11. (a) Mention some public holidays where tourist can visit.  
Or  
(b) What are the principals of travel and tourism?
12. (a) What are the objectives of IATA?  
Or  
(b) What are limitations of air courier?
13. (a) Briefly explain the rating procedure for hotel.  
Or  
(b) What are the offers and facilities available for booking the hotel?
14. (a) Explain about the involvement of GDS in air transportation.  
Or  
(b) What are the activities of TAAI?
15. (a) What are the process for group tour?  
Or  
(b) What are the importance of medical tourism?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about the milestone of travel and tourism in world.  
Or  
(b) Explain in detail about the types of transportation.

17. (a) Explain in detail about the classifications of hotel.

Or

(b) Briefly explain the elements of Travel agents.

18. (a) Explain the stages in tour planning.

Or

(b) Explain about the Classification of hotel on the basis of Clientele.

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**C-4908**

**Sub. Code**

**91555**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**Airlines and Airport Management**

**SERVICE MARKETING/PUBLIC RELATIONS IN  
AVIATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the use of service marketing?
2. Mention service marketing mix.
3. Define Tourism marketing.
4. How is aviation industry and hospitality Connected?
5. What is the role of a public relations in aviation industry?
6. What is the meaning of public relations?
7. State PR problems.
8. What is the purpose of crisis management?
9. What is the Role of communication in PR?
10. What is the importance of public relations in an organization?

**Part B**

(5 × 5 = 25)

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

11. (a) Define Service marketing and explain its nature of services.

Or

- (b) What are service design elements?

12. (a) What are goods and services in hospitality industry?

Or

- (b) How do you provide excellent customer service in hospitality?

13. (a) What is the relationship between media and public relations? Explain.

Or

- (b) Explain the types of media in PR.

14. (a) Explain various crisis at airport.

Or

- (b) Explain about the Public relation planning process.

15. (a) Differentiate public relations and human relations.

Or

- (b) Explain the Communication process in PR strategies.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail service marketing mix decision.

Or

- (b) Briefly explain Strategies of Differentiations and positioning services.

17. (a) Explain briefly Types of service marketing and state its importance.

Or

- (b) Explain in detail role media handling in Public relations and mention the guidelines of Do's and don'ts in media handling.

18. (a) Explain the various stages involved in crisis communication.

Or

- (b) Describe the elements of public relations.

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**C-4909**

**Sub. Code**

**91556**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**Airlines and Airport Management**

**CONSUMER BEHAVIOR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is selective retention?
2. What is meant by market ethics?
3. Give the example for paradigm.
4. What is consumer perception?
5. Why we need to research on consumer behavior?
6. List some characteristics of attitude.
7. Name a few measures used to measure social class.
8. What is index of status characteristics?
9. List the levels of consumer decision making.
10. Define opinion leadership.



**Part B**

(5 × 5 = 25)

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

11. (a) Explain about customer value satisfaction.

Or

- (b) Distinguish between customer and consumer.

12. (a) Write short note on consumer dynamics.

Or

- (b) Write about the characteristics of consumer perception.

13. (a) What is Skinner's operant condition?

Or

- (b) Discuss the nature and characteristics of Consumer Learning.

14. (a) Explain about the VALS.

Or

- (b) Explain about social class mobility.

15. (a) List out the criteria for consumer decision making.

Or

- (b) Explain about Extensive Problem Solving.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain about the need for the study of customer.

Or

- (b) Explain in detail about the types of measurements in consumer motives.

17. (a) Explain in detail about values and life style.

Or

- (b) How to resolve two conflict attitude explain with example?

18. (a) Explain about the consumer behavior law (any two).

Or

- (b) Explain about five factors influencing the decision making.

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