

**C-8271**

**Sub. Code**

**91513**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**First Semester**

**Airline and Airport Management**

**MANAGEMENT PROCESS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define organization and cooperation organization.
2. What was the most famous joint-stock company?
3. What are the evaluation of management?
4. Write short note on management in the field of air and science.
5. Mention the types of planning.
6. What is an example of a public utility?
7. What is the purpose of a committee in an organization?
8. What are the process of staff selection?
9. State the importance of controls.
10. Why case study is important in management?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the examples of profession?  
Or  
(b) State the importance of business organization.
12. (a) What are the importance of evolution of management theories?  
Or  
(b) What are the difference between managerial roles and managerial functions?
13. (a) Mention the steps involved in planning process.  
Or  
(b) Explain effective decision process.
14. (a) What is delegation explain.  
Or  
(b) What are the sources of recruitment?
15. (a) Difference between budgetary and non-budgetary control.  
Or  
(b) What are the types of control process in management?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the criteria needed to build a successful business? Explain.  
Or  
(b) Explain in detail about the evolution of management theory in case of production management in automobile industry.

17. (a) Write the characteristics of public utilities.

Or

(b) Explain the types of organizational structures to consider for your business.

18. (a) Explain the recent trends and challenges of management process.

Or

(b) Briefly explain nature and scope of management process.

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**C-8272**

**Sub. Code**

**91514**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**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. List the types of computers.
2. Differentiate between Computer Hardware and Software.
3. What is the difference between cut and copy option in MS-WORD?
4. What is the use of Mail merge?
5. What is called cell in Excel?
6. How will you print a worksheet?
7. What is the extension letters in PowerPoint files?
8. What is a design template?
9. Define the term Database.
10. What is meant by record?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain various classifications of computer.

Or

- (b) Discuss on Computer Languages.

12. (a) Write down the steps in formatting text and paragraph in WORD.

Or

- (b) How will you do spelling check in word? Explain.

13. (a) How will you find sum of the numbers in cells in Excel? Explain the steps with command and example.

Or

- (b) Explain the command to insert and delete a row in EXCEL.

14. (a) Discuss the different views in PowerPoint presentation.

Or

- (b) What is the use of Organization chart? How will you use that in PowerPoint presentation?

15. (a) How will you change the structure of an existing table? Explain with syntax and example.

Or

- (b) What is a query? Write a query to fetch all the records in a table.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the following:
- (i) Operating System.
  - (ii) Creating a Directory in DOS.
  - (iii) Changing the Directory in DOS.

Or

- (b) Explain the steps in creating and formatting a table in MS-WORD.
17. (a) How will you create chart in a worksheet? Explain with neat sketch.

Or

- (b) How will you use Design templates in PowerPoint? Explain in detail.
18. (a) Explain the steps in creating forms and entering data into an existing database table.

Or

- (b) What is the use of reports? How will you create report in ACCESS? Explain the steps.

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**C-8273**

**Sub. Code**

**91515**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**First Semester**

**Airline and Airport Management**

**ACCOUNTING FOR MANAGERS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is accounting?
2. What is Double entry system?
3. What do you meant by accrual basis of accounting?
4. Define Subsidiary book.
5. What are elements of cost?
6. What is EOQ?
7. What is straight piece wage rate system?
8. What do you meant by remuneration and incentives system?
9. What is fixed cost?
10. Define budgeting.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the functions of financial accounting?

Or

- (b) Record the following transactions for the month of April 2012 in the purchases book of M/s Altaf & Co.

April 2 Purchased from M/s. Arun

30 bikes @ Rs. 40,000 each

Purchased from Balu & co

40 Cycles @ 10,000 each, and spares worth Rs. 5,000

15. Purchased from surya motors:

50 scooters @ 50,000 each

It is the practice of M/s. Giri and sons to allow 10% trade discount.

12. (a) From the following trial balance of Krishna prepare profit and loss account for the year ended 31-03-2010.

Particulars	Debit Rs.	Credit Rs.
Gross profit		1,50,000
Commission received		5,000
Interest received		4,000
Sundry income		7,000
Depreciation	20,000	
Salaries	50,000	
Discount (Dr)	8,000	
Wages	10,000	
Electricity charges	10,000	



Particulars	Debit Rs.	Credit Rs.
Advertising exp.	30,000	
Logistics exp.	30,000	
Discount (Cr)		12,000
Bank Charges	4,000	
Audit fees	10,000	
Stationary	6,000	

Or

- (b) Distinguish between Trial balance and balance sheet.

13. (a) Explain the scope of Cost Accounting.

Or

- (b) Discuss the advantages of cost accounting.

14. (a) Calculate Net wages from the following:

Basic wages per month Rs. 400

D.A. at 25% on Basic

Employee's contribution to P.F 20% of Basic.

Or

- (b) Explain Halsey Plan.

15. (a) Prepare production budget for the quarter ending 31<sup>st</sup> March 2014.

Budgeted Sales for the quarter 40,000 tons

Stock on 31<sup>st</sup> Dec 2003 8,000 tons

Required stock on 31<sup>st</sup> March 2014 10,000 tons

Or

- (b) Explain the advantages and limitations of marginal costing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain different kinds of cash books with examples.

Or

- (b) The following Trial balance is extracted from the books of XYZ Ltd. for the year ended 31<sup>st</sup> December. Prepare the trading, profit and loss, and the balance sheet as on that date.

Particulars	Debit Rs.	Credit Rs.
Furniture	640	
Motor Vehicle	6,250	
Buildings	7,500	
Capital		12,500
Bad debts	125	
Interest received		200
Sundry debtors	3,800	
Sundry Creditors		2,500
Opening Stock	3,460	
Purchases/sales	5,475	15,450
Bank o/d		2,850
Advertising	450	
Cash	650	
Insurance	750	
Salaries	3,500	
Machinery	900	
	<u>33,500</u>	<u>33,500</u>

Additional information:

(i) Closing stock	Rs. 5,000
(ii) Insurance prepaid	Rs. 150
(iii) Write off bad debts	Rs. 1,000
(iv) Depreciate Machinery by 10%	
(v) Salary outstanding	Rs. 1,500

17. (a) Explain

- (i) Maximum level,
- (ii) Minimum level,
- (iii) Reorder level,
- (iv) Danger level,
- (v) EOQ.

Or

(b) A worker is paid a basic rate of Rs. 20 per hour. In addition he gets Rs. 2,000 per week of 48 hours as dearness allowances. He completes a job with standard time 60 hours during the week of 48 hours. Ascertain his earning under.

- (i) Halsey premium plan
- (ii) Rowan premium plan.

18. (a) Discuss the step in the installation of a budgetary control system.

Or

(b) A company shows the following results for two periods.

Period	Sales	Profit
I	Rs. 20,000	Rs. 1,000
II	Rs. 10,000	Rs. 400

Calculate:

- (i) p/v ratio
  - (ii) Fixed cost
  - (iii) BEP
  - (iv) Profit when sales are Rs. 30,000
  - (v) Margin of safety.
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**C-8274**

**Sub. Code**

**91523**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**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. What is the objective of Indian contract?
2. What are the types of consideration in business law?
3. What is mean by law of agency?
4. When an agent is personally liable?
5. Is Indian company act can be applicable in 2022?
6. What is the purpose of prospectus?
7. What is sales tax in India?
8. What is trade and investment?
9. What is the purpose of patent act?
10. What is the importance of foreign exchange management act?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about the forms of business organization.  
Or  
(b) What is difference between offer and acceptance and consideration?
12. (a) What is the relationship between principal and agent with the third parties?  
Or  
(b) What are the duties and liabilities of an agent?
13. (a) What do you mean by certificate of incorporation?  
Or  
(b) What is the difference between Companies Act 1956 and 2013?
14. (a) What is Central Excise Act?  
Or  
(b) Explain Central and state tax act.
15. (a) Write a short note on consumer protection act.  
Or  
(b) What is the difference between void contract and illegal contract?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different forms of business organization.  
Or  
(b) Explain the rules for the transfer of property from seller to buyer.

17. (a) Explain the salient features of Indian company act in detail.

Or

(b) Discuss in detail the roles and responsibilities of Securities exchange board of India.

18. (a) Discuss the methods of forming a principal agent relationship.

Or

(b) Explain and state the importance of intellectual property rights.

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**C-8275**

**Sub. Code**

**91524**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Second Semester**

**Airline and Airport Management**

**MATHEMATICS FOR MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Set and Set Operation.
2. What is meant by Russell's paradox.
3. What is Simple interest and write its formula?
4. What is arithmetic progression and give some examples?
5. What is meant by sample distribution?
6. What are the scope of Statistic enquiry?
7. What do you mean by Central tendency?
8. Define Kurtosis Curve.
9. What do you mean by cost of living indices.
10. Define parametric trends in time series.



**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) In a group of 60 people, 27 like cold drinks and 42 like hot drinks and each person likes at least one of the two drinks. How many like both coffee and tea?

Or

- (b) Write the properties of Square matrix.

12. (a) Find the sum of the first 30 multiples of 4.

Or

- (b) Find the compound interest on 25625 for 12 months at 16% per annum, compound quarterly.

13. (a) Explain the procedure of selecting a random sample of 3 students out of 10 in your class, by using random number tables.

Or

- (b) Write about the limitations of statistics.

14. (a) Write short note on mean, median and mode.

Or

- (b) How do you calculate regression line?

15. (a) Describe Seasonal Autoregressive models.

Or

- (b) What are the importance of measuring Consumer price index.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Find the determinant of matrix  $X = \begin{bmatrix} 2 & 3 & 1 \\ 6 & 5 & 2 \\ 1 & 4 & 7 \end{bmatrix}$

Or

- (b) How many terms in the geometric progression.

1, 1.1, 1.21, 1.331,.....

will be needed so that the sum of the first n terms is greater than 20?

17. (a) Write general rules of diagrammatic and graphics presentation and its merits and demerits.

Or

- (b) Explain in detail about the reporting of Central tendency in the research work.

18. (a) Explain in detail about Rank correlation and Regression lines with example.

Or

- (b) How changes in the cost of living are measured. Discuss your answer.

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**C-8276**

**Sub. Code**

**91525**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**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. What is organizational psychology?
2. Which is an example of organizational psychology?
3. Define perception.
4. Mention recent techniques used for motivation in the organization.
5. What is the meaning of working morale?
6. State the importance of job satisfaction.
7. What are the stages of Hawthorne experiment?
8. What is group cohesiveness in workplace?
9. Write the importance of leadership.
10. What is the relationship between guidance and counseling?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the scope of organizational psychology.  
Or  
(b) What is meant by individual differences?
12. (a) Differentiate financial and non-financial motivation.  
Or  
(b) What is transactional analysis in organizational behaviour?
13. (a) What are the factors associated with job satisfaction?  
Or  
(b) What is the difference between job enlargement and job enrichment?
14. (a) Mention the importance of Hawthorne experiments in management.  
Or  
(b) Explain the supervision styles.
15. (a) Explain the types of leadership.  
Or  
(b) What are the characteristics of trait leadership?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the importance of individual differences in the workplace.  
Or  
(b) What is the relationship between perception and behaviour. Explain how does perception affects the Behaviour with example?

17. (a) Explain the use of transactional analysis techniques in an organization for effective communication.

Or

- (b) Explain the effects of employee attitude and behaviour within the organization.

18. (a) Explain the different types of conflicts in an organizational behaviour with example.

Or

- (b) Explain the different types of leadership theories.
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**C-8277**

**Sub. Code**

**91532**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Third Semester**

**Airline and Airport Management**

**AVIATION INDUSTRY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term "AVIATION".
2. List out any four Aircraft Manufacturers.
3. Differentiate IATA and ICAO.
4. What are the types of Airports?
5. Draw the basic layout of an Airport.
6. Who are called Unaccompanied Minors?
7. What is called BMA in airports?
8. Define the word RAMP in airports.
9. What is the purpose of SOP in airports?
10. Mention few crisis at Airport.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail about the Growth Drivers of Aviation Industry.

Or

- (b) What are the challenges and issues faced by the Indian Aviation Industry so far?

12. (a) Explain in detail about the leading Airlines in the world.

Or

- (b) What are the major Airports in the world? Mention them with proper details.

13. (a) What are the procedures in handling Disabled Passengers?

Or

- (b) Explain the Catering process in Aviation Industry.

14. (a) Explain the Freight Warehouse Management in detail.

Or

- (b) What are the procedures to be followed for customs and immigration clearance?

15. (a) How Hijack Crisis Situation should be handled in Airports?

Or

- (b) Explain the response procedure to Acts of Unlawful Interference in Airports.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the types of Aircrafts in detail.

Or

- (b) Explain IATA and ICAO in detail.

17. (a) Explain in detail about the Handling of VIPs, CIPs and VVIPs in airports.

Or

- (b) What are Airport Services and Standard Operations in Airports? Explain them in detail.

18. (a) Give a detailed overview about RAMP procedures in an airport.

Or

- (b) What is the SOP for bomb threat in an airport?

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**C-8278**

**Sub. Code**

**91533**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Third Semester**

**Airline and Airport Management**

**AVIATION ANCILLARY SERVICE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Who is a ground handler?
2. What is outsourcing of ground handling?
3. Who are VVIP passengers?
4. Explain about transit flights.
5. What is Wet Cargo?
6. Explain about eAW(B).
7. Explain about hospitality services.
8. Explain about medical services at airports.
9. Expand SARPs.
10. Explain about access control.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the roles of a ground handler?

Or

- (b) What is Self-handling and explain about outsourcing?

12. (a) Explain about departure concourse.

Or

- (b) Explain about passengers arrival procedures.

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

Or

- (b) Explain about transit hub in detail.

14. (a) Explain about Air catering.

Or

- (b) Explain about Inter terminus Transfers.

15. (a) Explain about alarm monitoring mechanisms.

Or

- (b) Explain about security screening procedures.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about IATA ground handling council in detail.

Or

- (b) Explain about third part ground handling and explain about the responsibilities of ground handlers.

17. (a) Explain about baggage handling in detail.

Or

- (b) Explain about concourse and write in detail about the procedures followed inside an airport terminal.

18. (a) Explain about Information dissemination in detail.

Or

- (b) Explain about Escorting in detail.

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**C-8279**

**Sub. Code**

**91534**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Third Semester**

**Airline and Airport Management**

**AIRLINE AND AIRPORT ORGANIZATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Who are the four major players in Airline Industry?
2. List out the current challenges in Airline Industry.
3. What is a Ramp service at an airport?
4. What is aircraft fleet?
5. What is cargo terminal?
6. What is considered airside?
7. Why hotel industry is important?
8. List out the roles of travel agents.
9. What are the types of airport operations?
10. What are the objectives of airport planning?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain IATA and ICAO.

Or

(b) Write a short note on market potential of Indian Airline Industry.

12. (a) Explain catering service and cabin service.

Or

(b) Explain the ways to improve the aircraft maintenance management process.

13. (a) Write a short note on crew planning challenges.

Or

(b) Explain general flight safety measures.

14. (a) Explain the different types of tourist attraction.

Or

(b) Write a short note on the hotel Industry.

15. (a) Write a short note on terminal planning, design and operation.

Or

(b) Explain DGCA and AAI.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the methods to handle disabled and unaccompanied minors passengers.

Or

- (b) Write a short note on Indian and global scenario of Airport management.

17. (a) Explain briefly the history of aviation.

Or

- (b) Explain in detail the development of air transportation in India.

18. (a) Explain in detail ground handling and ramp safety procedures.

Or

- (b) Explain in detail domestic and international cargo terminal.

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**C-8280**

**Sub. Code**

**91535**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Third Semester**

**Airline and Airport Management**

**ECONOMICS FOR EXECUTIVES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Economics?
2. Define Demand.
3. What do you mean by Production?
4. Give a note on Production Function.
5. Define the term Market.
6. List the determinants of Market Structure.
7. Why is the theory of pricing called the “Theory of Distribution”?
8. State the Modern theory of Distribution.
9. Mention the Major Responsibility of business towards the government.
10. Define Public Enterprise.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the Nature and Scope of Business Economics.

Or

- (b) How a firm does Profit Maximization? Explain.

12. (a) Explain the different types of Factors of Production in detail.

Or

- (b) Examine the Law of Variable Proportion in detail.

13. (a) Construct a table on Market forms to distinguish its characteristics.

Or

- (b) Give a note on the pricing decisions in Perfect Competition with a diagram.

14. (a) Distinguish between Ricardian and Modern Theory of Rent.

Or

- (b) Comment on the concept of wage and give out the types of wages.

15. (a) Find out the distinction between a Public company and a Private company.

Or

- (b) Explain the Performance of Public Enterprise in detail.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate Sales Maximization in detail.

Or

- (b) Explain the major role played by a monopolist in influencing the market in detail.

17. (a) Examine the theories of Interest in detail.

Or

- (b) Discuss the theories on wages in detail.

18. (a) Explain the role played by the Union Trade Practice in detail.

Or

- (b) Explain the different types of Demand.

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**C-8281**

**Sub. Code**

**91537**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**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.

1. What is meant by misconception of Yoga?
2. List down any two aims of Yoga.
3. What is meant by Hatha Yoga?
4. Define Dhyana.
5. Write any two techniques of teaching Yoga.
6. Define Physical Exercise.
7. Define Pranayama.
8. Define Bandha.
9. Write any two benefits of Meditation.
10. What is Vipasana?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about origin and Definition of Yoga.

Or

- (b) Narrate the messages from Bible and Kuran about Yoga.

12. (a) Write in detail about the importance of Hatha Yoga in Modern era.

Or

- (b) Narrate (i) Yama (ii) Niyama (iii) Asana (iv) Pranayama.

13. (a) Write in detail about the importance of Yoga in Physical Education.

Or

- (b) List down the Principles of doing Physical activities.

14. (a) Narrate the preparatory movement of doing Bandhas.

Or

- (b) Narrate the preparatory movement of doing Kriya.

15. (a) Narrate Transcendental Meditation.

Or

- (b) Narrate  
(i) Vedathiri Maharishi Meditation  
(ii) Vallalar Meditation

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write in detail about the aims and objectives of Yoga.

Or

- (b) Narrate the Paths of Yoga.

17. (a) Briefly explain about the principles of Yogic practices.

Or

- (b) Narrate the Techniques and methods of doing Mudra.

18. (a) Write in details about the methods and principles of doing yoga asana at our home.

Or

- (b) Briefly explain about the International day of Yoga.

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C-8282

Sub. Code

91542

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**Airline 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 the tough competition faced by airline industry?
2. What is the market size of Indian aviation industry?
3. What is the purpose of ICAO?
4. Mention the scope of IATA.
5. What is DGCA?
6. List out the function of airport authorities in India.
7. What are the benefits of airline terminal management information?
8. What is security clearance in aviation?
9. What environmental factors affect the airline industry?
10. What are the airport rates and charges?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail about the major players in airline industry.

Or

- (b) Mention the challenges faced by airline industry in India.

12. (a) Explain the function of IATA.

Or

- (b) Mention roles of ICAO and IATA.

13. (a) What are the factors to be considered for planning of airport?

Or

- (b) Explain the role of DGCA in Indian aviation.

14. (a) What are the difference of immigration and customs?

Or

- (b) What is organizational structure of the airline industry?

15. (a) What are the regulatory documents in aviation industry?

Or

- (b) Explain the airport environment regulations.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain a brief history of commercial aviation in India.

Or

- (b) Explain the governing body of aviation of various countries.

17. (a) Explain in detail airport planning and terminal design.

Or

- (b) Discuss in detail about IATA functions in air transportation.

18. (a) What are the typical organization Structure of an airline industry? Explain.

Or

- (b) Explain the emerging trends in Indian airline management with respect to global scenario.

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**C-8283**

**Sub. Code**

**91543**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**Airline and Airport Management**

**AIR TRAVEL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the importance of air transport industry?
2. Define marketing and marketing mix.
3. What do you mean passport?
4. What are the types of airline ticket?
5. What does OAG stand for aviation?
6. What are the different types of aircraft?
7. State the importance of air transport.
8. What factors which contributed to the growth of air transportation?
9. What kind of pricing strategy is followed by airline industry?
10. What is relationship marketing strategies?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between land transportation industry and sea transportation industry.

Or

- (b) What is market segmentation?

12. (a) What is the difference passport and visa?

Or

- (b) What are the documents required to travel abroad during COVID 19 period?

13. (a) What are the documents required for immigration process?

Or

- (b) What is the rate of customs duty on baggage?

14. (a) What are the roles of the associations connected to the aviation industry?

Or

- (b) What are the airport zones?

15. (a) What is the building block method?

Or

- (b) What are the components of relationship marketing strategy?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the elements of marketing mix in marketing with an example.

Or

- (b) What are the stages in application of marketing principles of airline management?

17. (a) Explain the porter's five factor analysis in the airline industry.

Or

- (b) Explain fleet and schedules related product features in airline and airport management services.

18. (a) Explain the various types of aircraft codes with an example.

Or

- (b) Discuss the effective ways to improve distribution channel strategies.

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**C-8284**

**Sub. Code**

**91544**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**Airline 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. State the objective of inventory management.
2. What is the importance of logistics in global economy?
3. What are the benefits and drawbacks of deregulation?
4. What is the product packaging?
5. What is TQM?
6. What is the most important document for shipping internationally?
7. Mention the types of cargo handling.
8. What are the new regulations in the air cargo?
9. Mention the air cargo handling facilities.
10. What are the requirements to needed for cargo terminals?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the advantages of logistics in cargo management.

Or

- (b) Write a short on MRP.

12. (a) What is the role of warehouse?

Or

- (b) What are the types of packaging in logistics?

13. (a) Explain importance of strategy in the current global environment.

Or

- (b) What are the key stages in strategy formulation and implementation?

14. (a) What are air cargo operations? Explain.

Or

- (b) Mention the liability problems of air cargo carriage.

15. (a) Write a short on cargo handling process at airport.

Or

- (b) Explain cargo aircraft handling loading and unloading.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is MRP and DRP in cargo supply chain management?

Or

- (b) Explain warehouse rules and deregulation in India.

17. (a) Explain how to improve logistics performance in cargo operations with an example.

Or

- (b) Explain Pricing and charges of air Cargo in civil aviation.

18. (a) Explain the role of packaging and handling in cargo security.

Or

- (b) Explain in detail about overview of cargo zone at Chennai international airport.

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**C-8285**

**Sub. Code**

**91545**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**Airline and Airport Management**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are benefits of relationship marketing?
2. What is customer life cycle?
3. What is the evolution of CRM?
4. How customer divisibility can help your business?
5. What is the purpose of contact management?
6. Which CRM is best for small business?
7. Why is vendor selection important?
8. What is the meaning of integration in management?
9. Why is it important to have a prospecting database?
10. List out the companies use database marketing.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is important to building customer relationships?

Or

- (b) What is relationship marketing and its important?

12. (a) What are the different stages of evolution of customer relationship?

Or

- (b) Describe how to create CRM for your business.

13. (a) What is the difference between contact management and CRM?

Or

- (b) What are the core beliefs of CRM process?

14. (a) What is benchmarking? Mention its benefits.

Or

- (b) What are the culture change process?

15. (a) Mention best practices used in marketing technology.

Or

- (b) What are the components of data warehouse?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Why building customer relationship is so important. Give your answer with suitable example.

Or

- (b) Explain the history and evolution of customer relationship management.

17. (a) Discuss in detail how to implement CRM and relationship marketing in any aircraft manufacturer.

Or

- (b) Explain the functions and components of Enterprise marketing management.

18. (a) Explain the alignment strategies for Customer relationship management.

Or

- (b) Distinguish between Data warehouse and data mining. Explain with example.

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**C-8286**

**Sub. Code**

**91546**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Fourth Semester**

**Airline and Airport Management**

**TRAVEL AGENCY OPERATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a travel agent doing?
2. What is difference between air taxi and private flights?
3. What does tour operator do?
4. What are the costs included in a tour package?
5. What are the airport formalities?
6. What do Flight attendants say when you land?
7. What is the tourism management?
8. Write the importance of ramp safety.
9. What does OAG stand for aviation?
10. Which passport accepted by most of the countries in the world?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the roles and responsibilities of travel agent.

Or

- (b) Write a short note about air taxi operations in India.

12. (a) What are the most important elements of a travel brochure?

Or

- (b) What are the factors affecting the tour packages?

13. (a) Which are the operations that airlines need to arrange with an airport?

Or

- (b) Describe frisking at airport.

14. (a) What are the areas in ramp services?

Or

- (b) Explain airline terminal management within aviation industry.

15. (a) Enumerate pooling baggage allowance.

Or

- (b) What are airlines liable for? Explain.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain TAAI and its growth in India.

Or

- (b) Prepare a travel brochure of a place of your choice with all details.

17. (a) Explain the process and functions of OAG analyzer in airline industry.

Or

- (b) Explain the necessary and importance of tour operators in airline industry.

18. (a) Explain the process of boarding a flight in India.

Or

- (b) What is tourism management? Explain its function and types.

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**C-8287**

**Sub. Code**

**91547**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fourth Semester**

**Airline and Airport Management**

**RETAIL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the nature of retailing
2. What are foreign retailers?
3. Define Strategic retail planning process.
4. What is importance of offering discounts in departmental stores?
5. What is space planning in retail management?
6. What are the advantages can you get if you have a good store layout?
7. What is Indian retail industry?
8. What are the legal requirements for retail business?
9. Mention the major threats to the retail industry.
10. Discuss few challenges in global retailing.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the importance of retailing.

Or

(b) What is electronic data interchange? Give example.

12. (a) What is the first step in developing a retail strategy?

Or

(b) What is warehouse club meaning? Give example.

13. (a) What are the stages in setting up the process of setting up a retail organization?

Or

(b) Explain retail location strategy.

14. (a) Mention the merits and demerits of foreign direct investment.

Or

(b) Describe the evolution of retail industry in India.

15. (a) What are the strategic global retail planning process?

Or

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

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain international retail market with respect to U.S. retail market with similarities and differences.

Or

- (b) Explain the classification of retail units with its key features and mention its advantages and disadvantages.

17. (a) Discuss in detail retail organization Structure.

Or

- (b) What are the factors influencing the establishment of retail outlet?

18. (a) Discuss in detail challenges faced by Indian retail outlets.

Or

- (b) Explain the process of strategic planning for global retailing.

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**C-8288**

**Sub. Code**

**91551**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fifth Semester**

**Airline 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. Mention the types of maintenance.
2. What does MSG mean in aviation?
3. What is continuous production?
4. What are technical documents?
5. Write the importance of CRM training in aviation industry.
6. What is the role of CRM instructors?
7. How has CRM enhanced human and operational performance?
8. What are the modules of CRM?
9. List the CRM training method.
10. What is meant by automation in CRM?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on test oriented maintenance.

Or

- (b) What are the documents to be maintained during maintenance program?

12. (a) Differentiate short term and long term forecasting.

Or

- (b) What are the challenges in the technical documentation?

13. (a) Write a short note on CRM training and its key elements.

Or

- (b) Mention the importance of communication skill and interpersonal skills in CRM.

14. (a) Describe the importance of CRM in human factor.

Or

- (b) Explain threat and error management system.

15. (a) Explain about hanger maintenance.

Or

- (b) Explain in detail about the barriers to success of CRM.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about maintenance steering group in aircraft maintenance.

Or

- (b) Define production planning. State its objectives. List the information required.

17. (a) Mention the various standards of CRM and write its importance.

Or

- (b) Explain about the techniques to improve the CRM among the crew.

18. (a) Explain in detail Line operation safety audits.

Or

- (b) Explain briefly about the competency profile of CRM.
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**C-8289**

**Sub. Code**

**91552**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fifth Semester**

**Airline 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 De-icing Fluid Management?
2. What is the difference between marketing principles and airline marketing principles?
3. What is the cornerstone of a relationship-building strategy?
4. How do airlines deliver their quality?
5. How can we manage air traffic?
6. What is the problem of rationale in airline industry?
7. Define Errors in Identification.
8. What are the root causes of human errors?
9. What are the maintenance goals for aircraft and airport?
10. Define opinion leadership.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write short notes on aircraft noise and aircraft emissions.

Or

- (b) Briefly explain aircraft recycling.

12. (a) Discuss the future of frequent flyer programmes.

Or

- (b) What is the cornerstone of a relationship-building strategy?

13. (a) What are the forecast drivers for profit improvement in airlines?

Or

- (b) Explain the cost reduction in sourcing.

14. (a) Explain the characteristics of safety culture.

Or

- (b) Briefly discuss threat and error management in flight operations.

15. (a) Briefly discuss the role of airport operator as utility company, airfield manager and fire fighting, rescue and medical services.

Or

- (b) Why it is important to do airline accident investigations?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the member and airline requirements of a frequent flyer program.

Or

- (b) Briefly explain media buying in airline industry.

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

Or

- (b) Explain the types of human error.

18. (a) How to reduce the labor cost in airline industry? Explain it.

Or

- (b) Explain the effects of rising oil prices in the airline industry as a whole.

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**C-8290**

**Sub. Code**

**91553**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fifth Semester**

**Airline and Airport Management**

**AIR TRAFFIC CONTROL**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define air traffic control.
2. What are the objectives of ATS?
3. Write the Parts of ATC service.
4. Define RNAV.
5. Define Basic radar terminology.
6. How do you identify Primary and Secondary radar in ATS?
7. Define Aerodrome reference point.
8. What is the use of Obstacle lighting?
9. State the characteristics of signal area.
10. How do you read a landing direction indicator?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain about Scope of air traffic services.

Or

- (b) Explain air space separation and how it is implemented.

12. (a) What are the Contents of a flight plan?

Or

- (b) Explain of the ATC clearance aircraft for flying.

13. (a) Write a short on coordination and emergency procedures.

Or

- (b) Explain radar service and performance checks.

14. (a) With neat diagram explain the Instrument runway systems.

Or

- (b) Explain Differentiate aerodrome reference code and reference point.

15. (a) Explain visual aids for denoting obstacles.

Or

- (b) Explain various wind direction indicators used in airport.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the procedure for
- (i) Lateral Separations
  - (ii) Longitudinal Separations and
  - (iii) Vertical Separations.

Or

- (b) With schematic sketch explain the classification of airspaces.
17. (a) Briefly explain all components of flight plans.

Or

- (b) Explain the procedure for layout Primary and Secondary Runways.
18. (a) Briefly explain how aerodrome are designed.

Or

- (b) Explain the visual aids used for navigation wind direction indicator.
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**C-8291**

**Sub. Code**

**91554**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fifth Semester**

**Airline and Airport Management**

**AIR TRANSPORT IN TOURISM**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Differentiate travel and tourism.
2. Write the principal of tourism.
3. Who involved in the world tourism organisation?
4. What are the objectives of IATA?
5. What is meant by lodging?
6. List the classification of hotels.
7. List some IATA approved travel agencies.
8. Define GDS.
9. What are the activities of peoples in air transport?
10. What are the benefits of medical tourism?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain role of World tourism.

Or

- (b) Explain about the tourist attracted festive.

12. (a) Explain about the air courier.

Or

- (b) Write your experience in air courier.

13. (a) Briefly explain the types of rooms.

Or

- (b) What are the procedure for cancelling the booking?

14. (a) Explain function and duties of IATA.

Or

- (b) Explain about procedure to get approval for travel agency from IATA.

15. (a) Write short note on FIT.

Or

- (b) Describe about any group travel you did.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the development of tourism in India.

Or

- (b) Explain in detail about the classifications of Hotel.

17. (a) Explain about the types of air courier.

Or

(b) Explain in detail about the types of airline in courier service.

18. (a) Briefly explain the functions of Travel agents in air tourism.

Or

(b) Explain about the International Air Services Transit Agreement.

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**C-8292**

**Sub. Code**

**91555**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fifth Semester**

**Airline 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. Write the characteristics of service marketing.
2. How do you promote the service marketing in aviation industry?
3. What is meant by Hospitality Marketing?
4. State the importance of marketing in hospitality industry.
5. What are the challenges of public relations?
6. How does PR work in media organization?
7. What is Crisis Management in PR?
8. How public relation helps in crisis management?
9. State the objectives of PR.
10. Why is persuasion important in public relations?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the factors affecting development of service marketing?

Or

- (b) Explain how are market planning and market segmentation related?

12. (a) Why marketing of hospitality is important in travel industry and write its benefits.

Or

- (b) State the marketing strategies of leisure services.

13. (a) Explain the primary objectives of public relations in airport operators.

Or

- (b) What is the role of electronic media in airline PR industry? Mention any two examples.

14. (a) Explain Crisis management with respect to public relations.

Or

- (b) What is defining the problem in public relations?

15. (a) How did you make your organization more successful with help of public relations?

Or

- (b) Explain the strategies of public relations.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the unique characteristics of service marketing and mention the procedure to promote the services.

Or

- (b) Explain Tourism marketing mix in detail with suitable example.

17. (a) What are the issues of public relations in airline industry? Explain.

Or

- (b) Explain briefly four steps of public relation process.

18. (a) What are the four core components of public relations? Explain.

Or

- (b) Explain the evaluating Technique in PR program.

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**C-8293**

**Sub. Code**

**91556**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Fifth Semester**

**Airline and Airport Management**

**CONSUMER BEHAVIOR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define term behavior.
2. What is consumer value?
3. Define paradigms.
4. What is the need of motivation?
5. What is meant by Leadership with example?
6. What is consumer attitude?
7. What is social class?
8. Mention a few commonly used Lifestyle Analysis tools?
9. What is marketer's effect?
10. Who is the family group?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is customer value and why is it important to marketers?

Or

- (b) What are the four major marketing implications to understand consumer Behaviour?

12. (a) Explain about the measurement of motive.

Or

- (b) Explain about consumer perception.

13. (a) Explain Thorndike's law effect?

Or

- (b) How to change the consumer attitude?

14. (a) How Social class is measured?

Or

- (b) Explain about secondary motivation.

15. (a) Give the characteristics of opinion leadership.

Or

- (b) How does decision making change because of change in purchase involvement?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about consumer research process.

Or

- (b) Explain about consumer value satisfaction.

17. (a) Explain about the types of consumer buying decision.

Or

(b) Explain about the consumer attitude models.

18. (a) Explain in detail about the impact of social class on market.

Or

(b) Explain in detail about the models of consumer-Five views of consumer decision making.

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**C-8294**

**Sub. Code**

**91561**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Sixth Semester**

**Airline and Airport Management**

**AIR TRANSPORTATION SAFETY AND SECURITY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Why is safety and security important in aviation?
2. What is active and passive millimeters?
3. Give some example of nuclear terrorism.
4. What is safety management system in aviation?
5. When was the last hijacking?
6. What is public law of hijacking?
7. What is the function of ECAC?
8. What is meant by biological warfare?
9. Define bio simmer in aviation.
10. What are the different types of explosives?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What safety precautions you should apply at public transportation?

Or

- (b) Explain detection techniques used at airport security.

12. (a) Write a short note on terrorism.

Or

- (b) Write a short note of rival claim of Palestine.

13. (a) Describe sky Marshal programme.

Or

- (b) What is the difference between war crimes and crimes against humanity?

14. (a) Mention the roles and responsibilities of ICAO and ECAC in aviation security.

Or

- (b) What is IASA aviation? Explain.

15. (a) What are the detecting techniques in drug and explosives at airport?

Or

- (b) What are the latest technology used in airport security cameras?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the safety and security improvement in public transportation based on public perception.

Or

- (b) Explain in detail the function of Palestine liberal organization.

17. (a) Discuss the various technologies used for airline passenger security screening.

Or

- (b) Explain aviation and transportation security act of 2001.

18. (a) Explain transportation regulation security in civil aviation security.

Or

- (b) Explain the functions and application of microwave holographic imaging techniques.

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**C-8295**

**Sub. Code**

**91562**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Sixth Semester**

**Airline and Airport Management**

**AIR REGULATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is DGCA?
2. Who controls civil aviation in India?
3. What is aircraft Amendment Bill?
4. What is the core concepts of Air Corporations Act 1953?
5. What is AAI ACT?
6. What is National Airport Authority of India Act?
7. Define CAR.
8. Define Airworthiness.
9. State the objective of Geneva Convention.
10. What is Tokyo Convention Act 1963?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the national legislation?  
Or  
(b) Mention the function of DGCA.
12. (a) Discuss airport authority of India act.  
Or  
(b) Explain anti hijacking act 65 of 1975.
13. (a) What is the difference between general aviation and civil aviation?  
Or  
(b) Explain section 1 under CAR.
14. (a) Describe aerodrome standard under CAR section 4.  
Or  
(b) What is the purpose of civil aviation requirements?
15. (a) How many conventions are there in ICAO?  
Or  
(b) What is International Air Services Transit Agreement?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the organization structure of DGCA.  
Or  
(b) Explain in detail aircraft rule of 1937.

17. (a) Explain in detail the air corporation act section no 4 of 1994 and 13 of 1994.

Or

(b) Explain in detail about CAR section 2.

18. (a) Discuss in detail suppression of unlawful acts against safety of civil aviation.

Or

(b) Explain the role of international conventions in aviation law.

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**C-8296**

**Sub. Code**

**91563**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Sixth Semester**

**Airline and Airport Management**

**AIRLINE AND AIRPORT MARKETING MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define PESTE.
2. Who are airlines target audience?
3. What is the meaning of product analysis?
4. What are the competitive strategies of airlines?
5. What is airline distribution system?
6. What are building blocks in airline marketing?
7. What is the relevance of positioning in airline industry?
8. Mention the activities of airport enterprise.
9. What is tourism conference?
10. Define airport philosophy.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on marketing communication and airline advertising Uses.

Or

- (b) What are the key regions in the global air freight market?

12. (a) Why is fleet selection a major concern to any airline?

Or

- (b) Write the application of Porter's five factors in airline management.

13. (a) What is the example of distribution strategies? Explain.

Or

- (b) Explain differential pricing strategies.

14. (a) What are the roles of airport enterprise?

Or

- (b) Discuss airport governance patterns.

15. (a) What is conference tourism and why it is important?

Or

- (b) What is airport marketing planning?



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain briefly future of the airline industry after Covid 19.

Or

- (b) Explain fleet and schedules related product features in airline and airport management.

17. (a) Discuss in detail porter's five force model on Emirates airline.

Or

- (b) Explain the rise of airport marketing for the aviation business.

18. (a) Discuss in detail evolution and future airport business.

Or

- (b) Explain with example logistics activities in different airport and property management.

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**C-8297**

**Sub. Code**

**91564**

**B.B.A. DEGREE EXAMINATION, APRIL 2023**

**Sixth Semester**

**Airline and Airport Management**

**AIRCRAFT MAINTENANCE MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Mention the role of steering group.
2. What is the most current version of ATA specifications called?
3. What is the purpose of maintenance organization?
4. State the importance of technical training in aircraft maintenance.
5. What is feedback for planning?
6. What is maintenance operations management?
7. What is overhaul shop in aviation?
8. Mention general aircraft maintenance safety precautions.
9. What is quality assurance?
10. What is the importance of maintenance intervals?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the types of maintenance.

Or

- (b) State the objective of aircraft maintenance.

12. (a) What are the different types of aircraft maintenance records?

Or

- (b) What is ATA in aircraft? Explain.

13. (a) What are the steps of production planning and control?

Or

- (b) What are the requirements for an aviation maintenance technician?

14. (a) What are the types of aircraft maintenance?

Or

- (b) Describe maintenance overhaul shops off aircraft.

15. (a) What are requirements for quality assurance?

Or

- (b) Mention the types of reliability.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is process oriented approach in aircraft maintenance? Explain.

Or

- (b) Explain the role of maintenance and engineering organization in aircraft maintenance.

17. (a) Explain maintenance steering group function and Evolution in detail.

Or

- (b) Discuss the organization Structure of production planning and control.

18. (a) What are the skills required by line maintenance crew? Explain.

Or

- (b) Explain quality standard requirements for aircraft maintenance and repair services.

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**C-8298**

**Sub. Code**

**91565**

**B.B.A. DEGREE EXAMINATION, APRIL 2023.**

**Sixth Semester**

**Airline and Airport Management**

**AVIATION RESOURCES MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Why is crew resource management important?
2. Define CRM skills.
3. What is safety capital?
4. Why communication is important in cabin crew.
5. What causes fatigue in aviation?
6. How does fatigue affect flying?
7. What are pilots required to do?
8. What personal qualities does an air traffic controller need?
9. What is aviation management and operations?
10. How user innovation will improve the Airline operation?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the role of crew resource management.  
Or  
(b) What is human assessment in aviation management?
12. (a) Explain the communication in aircraft cabin safety.  
Or  
(b) What are the factors affecting flight attendants job performance?
13. (a) Explain CRM in air ambulance service.  
Or  
(b) Where aviation meets physiology. Explain.
14. (a) Mention the best practices in pilot selection.  
Or  
(b) What are some characteristics of the work of Air traffic controllers?
15. (a) What are aviation operations?  
Or  
(b) Mention the types of airport operational information.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in detail multi-cultural factors in crew resource management.  
Or  
(b) Discuss the aviation safety issues arises from COVID 19 pandemic.

17. (a) Explain the importance of crew resource management and its training in general aviation.

Or

(b) Discuss fatigue and its management in the aviation industry with an example.

18. (a) Explain the training process of Pilot and crew members for inflight abnormal circumstances.

Or

(b) Explain about the future of aviation operational information.

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