

C-0980

Sub. Code

84321

DIPLOMA EXAMINATION, NOVEMBER 2023.

Second Semester

Airline and Airport Management

CUSTOMER RELATIONSHIP DEVELOPMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define CRM.
2. Write the Importance of Customer loyalty.
3. Explain the need for bonding with customer.
4. Define customer satisfaction measurement.
5. Write the marketing applications of CRM.
6. List out the benefits of marketing Automation.
7. State the Importance of customer data management.
8. Define Data Warehousing.
9. Write the notes on sales force Automation.
10. What is the role of CRM in Banking Industry.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the features of customer relationship management.

Or

- (b) Explain the role of Information technology in CRM process.

12. (a) Explain the CRM framework in detail.

Or

- (b) Explain the role of CRM in Business strategy.

13. (a) Write a note on Marketing Retrospective and its importance.

Or

- (b) What are the strategies involved in the Target marketing?

14. (a) How E-CRM is different from traditional concept of customer service Explain.

Or

- (b) Explain the components involved in the E-CRM concept.

15. (a) What are the CRM Practices implemented in the Banking Industry.

Or

- (b) Explain the strategies adopted to retain a customer.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the Evaluation of CRM.

Or

- (b) What is the role of CRM in marketing and Information Technology.

17. (a) Summarize the various data mining techniques and its significance in today's scenario.

Or

- (b) (i) How do you handle the disappointed customer? Explain with relevant examples.

- (ii) Write a short notes on relationship Data management.

18. (a) Explain the CRM Implementation Road Map with relevant examples.

Or

- (b) Discuss the recent trends and technological advancements in customer relationship management in India.

C-0981

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84322

DIPLOMA EXAMINATION, NOVEMBER 2023.

Second Semester

Airline and Airport Management

AIR TRAVEL TERMINOLOGY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define IATA.
2. What are various transportation types?
3. What is the purpose of VISA?
4. What is meant by Passport?
5. Define Baggage.
6. List the dangerous goods.
7. What is meant by travel geography?
8. Define travel guide.
9. What is meant by special passenger?
10. Mention codes and abbreviation used in airlines operated in India.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about tourism organizations.

Or

- (b) Discuss about Warsaw convention.

12. (a) Explain Travel Information Manual.

Or

- (b) Explain in detail about travel Insurance.

13. (a) Explain the regulation in Travel baggage.

Or

- (b) Discuss about excess value charges.

14. (a) Explain the information available in travel guide.

Or

- (b) Discuss the planning itineraries by air.

15. (a) Explain the airport facilities available in an airport.

Or

- (b) Discuss the aircraft services.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss about Bilateral agreements.

Or

- (b) Explain the various travel distinctions in detail.

17. (a) Explain in detail
- (i) Customs
 - (ii) Currency
 - (iii) Taxes
 - (iv) Health

Or

- (b) Discuss about free baggage charges in detail.

18. (a) Explain about Economic and physical geography in travel.

Or

- (b) Discuss about the International regulations used in Air transport.

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Sub. Code

84323

DIPLOMA EXAMINATION, NOVEMBER 2023

Second Semester

Airline and Airport Management

AIRLINE OPERATION AND SCHEDULING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Airline scheduling?
2. Write the basic elements of a networks.
3. What are the different types of approaches?
4. Define Available Seat Miles.
5. Define Crew Scheduling.
6. What are the requirements of crew pairing?
7. What is Operation Cost Centre?
8. What are the regulations to be followed at the time of flight postponement?
9. What is Airline Schedule Robustness?
10. Write the effects of Robustness.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about constrained shortest path.

Or

- (b) Explain about Hub and Spoke system.

12. (a) List the benefits of fleet management.

Or

- (b) Explain time space-network.

13. (a) Explain

- (i) Duty
- (ii) Site connection
- (iii) Rest

The following definition in crew-pairing problem.

Or

- (b) Discuss about aircraft routing.

14. (a) Explain the challenges in flight operations.

Or

- (b) Discuss about Operation Control Centre.

15. (a) Discuss the important features of robust crew scheduling.

Or

- (b) Explain the various routing methods.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly discuss the basic elements of a network with neat sketch.

Or

- (b) Explain the Multi-commodity flow models.

17. (a) Discuss in detail about sub network based flat.

Or

- (b) Explain the fleet assignment model extensions.

18. (a) Discuss the Aircraft routing problem models.

Or

- (b) Explain in detail about Flight postponement and cancellation model.
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Sub. Code

84324

DIPLOMA EXAMINATION, NOVEMBER 2023.

Second Semester

Airline and Airport Management

AIRLINE ECONOMICS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on working in the Airport.
2. What is the structure of the Airline Industry?
3. Mention a few points in Airport Exit policy.
4. Name a few recent mergers of the Airline Industry.
5. State the objectives of airport pricing.
6. Give your own examples of air charges provided by different airlines.
7. What are the steps involved in reservation of air tickets through online?
8. List the different passenger options in taking up airline service.
9. Which Airline industry charges high rates on consumers? Why?
10. What are the procedures involved in entering an Airport Terminus?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the functions of an “Airport System”.
Or
(b) Brief out the Airport Organization Structure.
12. (a) Enumerate the principles of Airport Management.
Or
(b) Construct a flowchart of a typical terminal building passenger flows.
13. (a) Examine the “Hub and Spoke Principles” of Airport Strategies.
Or
(b) Give a detail on the airport competitive factors.
14. (a) Describe the principles of airport pricing and the factors determining pricing.
Or
(b) Write a note on detail in the typical airport business plan and budget.
15. (a) State the objectives behind airport privatization.
Or
(b) Explain the features of airport regulatory practices.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate the history and development of airports.
Or
(b) Elaborate about the airport and its economic features.

17. (a) Narrate the causes of Airport Congestion and delay and factors affecting delay and explain how they can be eliminated?

Or

- (b) Discuss Aeronautical and Non-Aeronautical revenue.
18. (a) How are Airport performance measured? State important measuring standards for airport services with their advantages.

Or

- (b) Briefly draw a note on the first private international airport in India.
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Sub. Code

84325

DIPLOMA EXAMINATION, NOVEMBER 2023.

Second Semester

Airlines and Airport Management

TOURISM MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Tourism.
2. What is Globalisation?
3. Define Tourism Chain.
4. List out any three barriers for tourism.
5. Define Tourism Environment.
6. Differentiate Hotels and Motels.
7. Define Tourism Distribution.
8. Who are called Tour Operators?
9. Mention few benefits of Transportation through Air in Tourism.
10. List out any three recent trends in Tourism Development.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the factors affecting Tourism in India.
Or
(b) Explain the New Trends available in Indian Tourism Movement.
12. (a) Explain the Historical Aspects in Tourism in India.
Or
(b) Explain the concept of Tourism Investment and Business.
13. (a) List the types of Hotels and explain their variations.
Or
(b) Explain the impact of Cultural Diversity in Tourism.
14. (a) Explain the importance of Tourism Sales and Marketing.
Or
(b) Explain the basic requirements for Tourism in urban and rural areas.
15. (a) Explain the use of GDS in tourism industry.
Or
(b) Explain the development of Tourism Sector in India.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the factors affecting global and regional tourist movement.
Or
(b) Explain in detail the types of Accommodation with respect to Hotels.

17. (a) Explain the Global and Local perspective of tourists during International Travel.

Or

- (b) Explain the ideas used to attract the Tourists locally and globally in Aviation Industry.

18. (a) Explain in detail about Long Term Tourism Growth Trends.

Or

- (b) Explain the roles and responsibilities of a Tourist Guide.
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Sub. Code

84326

DIPLOMA EXAMINATION, NOVEMBER 2023.

Second Semester

Airline and Airport Management

TOURISM BUSINESS MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write about Tourism.
2. What are the types of Tourism?
3. Define Tourism Growth.
4. Define Tourism in Contemporary Period.
5. Define Modern Tourism.
6. What is the requirement of Tourism Management?
7. What is the requirement of Advertising in Tourism?
8. What are the types of Transportation in Tourism?
9. List out few factors affect Tourism.
10. What is the role of Adventure Tourism?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the History of Tourism in India.
Or
(b) List out the Components of Tourism in detail.
12. (a) Explain the Growth of Tourism in India.
Or
(b) Explain the concept of Tourism Investment and Business.
13. (a) List out the recent trends in Tourism and explain major three.
Or
(b) Explain the major emerging types of tourism in India.
14. (a) Explain the impact of Tourism in the society.
Or
(b) Explain the basic requirements for Tourism in urban and rural areas.
15. (a) Explain Agriculture Tourism
Or
(b) Explain Medical Tourism.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the difference between environmental friendly tourism and eco-tourism.
Or
(b) Classify the types of Tourism on the basis of socio economic aspect of demand.

17. (a) Describe the four different perspectives of Tourism.

Or

(b) Explain in detail about Ancient Tourism in India.

18. (a) Explain the impact of Adventure Tourism in Tourism Industry.

Or

(b) Explain the impact of Tourism in Economical and Social Growth in India.

C-1416

Sub. Code

84311

DIPLOMA EXAMINATION, NOVEMBER 2023.

First Semester

Airline and airport management

AIRLINE AND AIRPORT MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Types of aviation commercial, general and
 - (a) Military
 - (b) Special
 - (c) Common
2. Which is the biggest airline industry in India _____
 - (a) Indigo
 - (b) Spice jet
 - (c) Vistara
3. _____ is the trade association for the world's airlines, representing some 300 airlines
 - (a) DGCA
 - (b) IATA
 - (c) IAPA
4. An IATA airport code, also known as an IATA
 - (a) Location identifier
 - (b) Location control
 - (c) Location Part

5. Major components of airport are airside facilities, landside facilities and _____.
- (a) Terminal Buildings
 - (b) Apron
 - (c) Tarmac
6. _____ are the designated paths where aircrafts take off, lands and taxis.
- (a) Runway (b) Apron
 - (c) Parking
7. _____ is a document provided by an airline during airport check-in, giving a Passenger permission to enter the restricted area.
- (a) Boarding pass or Boarding card
 - (b) Air Tag
 - (c) Luggage kit
8. _____ are the receipt you receive when you check in your baggage.
- (a) Baggage tag (b) Baggage bill
 - (c) Baggage box
9. IATA defines the world into _____
- (a) 3 areas (b) 5 areas
 - (c) Seven areas
10. _____ are very important in calculating time of any location.
- (a) Meridian of longitudes
 - (b) North pole
 - (c) Equator

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about the economic and social effects of transportation.

Or

- (b) List out and explain the weaknesses of the airline industry.

12. (a) What do you understand of freedom of the air?

Or

- (b) Write short note on Chicago convention.

13. (a) Discuss about the Taxiway centerline marking.

Or

- (b) Write short note on runway configurations.

14. (a) Write the documents required at Check-in.

Or

- (b) What are the documents to carry for domestic and international travel?

15. (a) Which documents are required for booking a international flight?

Or

- (b) Write short note on IATA Traffic conferences.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss about the civil aviation industry in India.

Or

- (b) What do you understand the History of air transport in the world?

17. (a) What is the bilateral system and explain about it?

Or

(b) List out the areas of IATA Flight safety activities and Role of IATA. (4+4)

18. (a) List out and explain 8 ways to boost airport revenue.

Or

(b) Discuss about the sources of aircraft noise.

19. (a) Explain the Embarkation form details.

Or

(b) List out the airport procedures for international flight in India.

20. (a) Explain about the commercial air tour.

Or

(b) List out the features and importance of the travel agency.

C-1417

Sub. Code

84313

DIPLOMA EXAMINATION, NOVEMBER 2023.

First Semester

Airline and Airport Management

AIR CARGO MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. List out the first pioneers of air cargo?
 - (a) KLM, Deutsche Lufthansa and Air France
 - (b) Air Canada
 - (c) Aeroflot

2. The minimum weight of air cargo is
 - (a) 45Kg (b) 100 Kg
 - (c) 200 Kg

3. Types of air cargo general cargo and
 - (a) Special cargo (b) Defense cargo
 - (c) Specified cargo

4. RFI referred to _____
 - (a) Request For Information
 - (b) Rejection of Important
 - (c) Reference For Information

5. Air cargo transportation is the transportation contract, known as the _____
- (a) Air way Bill (b) Bill of invoice
(c) Claim Bill
6. The completed air way bill acts as a _____
- (a) Documents of carriage
(b) Proof Bill
(c) Loading Manifest
7. _____ refers to the extensive services provided to facilitate an aircraft flight.
- (a) Cargo ground handling
(b) In-flight service
(c) Ground service
8. The total freight tonnage handled at Indian airports in financial year 2022 was at _____
- (a) 3.14 million Metric Ton
(b) 10 million Metric Ton
(c) 5 million Metric Ton
9. _____ can be transported safely by air transport provided certain principles are strictly followed
- (a) Dangerous goods (b) Industrial goods
(c) Fancy goods
10. _____ are placed on dangerous goods which are permitted to be transported by air.
- (a) Number of limitations
(b) Number of things
(c) Amount of quantity

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the concept of air cargo and its types of air cargo?

Or

- (b) What is an air cargo tariff and its rule?

12. (a) Write short note on pet transportation business.

Or

- (b) What is fragile cargo and its types?

13. (a) Write short note on commercial invoice.

Or

- (b) What is bill of lading and its significance?

14. (a) How to prepare cargo for flight?

Or

- (b) What are the functions of air cargo ground handling system?

15. (a) List out the operators' responsibilities for transporting dangerous goods.

Or

- (b) List out the classes of dangerous goods permitted in limited quantities.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) List out and explain Air Freight level based on speed.

Or

- (b) Briefly discuss about the specific commodity rates.

17. (a) List out the principles on air cargo to guide a global approach.

Or

- (b) List out which cargo are perishable.

18. (a) List out the information provided in the destination control statement.

Or

- (b) How to understanding air cargo insurance and its types?

19. (a) Discuss about the importance of ramp services in cargo handling.

Or

- (b) List out and explain the types of air cargo handling equipment.

20. (a) What are the goods acceptable without the operator's approval?

Or

- (b) List out the dangerous goods as per the list of ICAO.