

**C-0398**

**Sub. Code**

**91514**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is the role of hardware in computers?
2. What are the steps of creating directory and sub-directory?
3. Explain the spell checker in MS-word.
4. Write any four shortcut keys used in MS-word.
5. Define Spread Sheet.
6. Explain the use of SUM Function in MS-Excel.
7. List the advantages of Power Point Presentation.
8. Define Design templates.
9. Write a short notes on Queries.
10. What do you understand by report in MS-Access

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss in detail about the booting procedure of a operating system.

Or

- (b) Distinguish between Hardware and Software.
12. (a) What is indent paragraph? Explain the various types of indent paragraph in detail.

Or

- (b) Explain How to create tables and insert images in MS-word?
13. (a) Define Table. Explain how to create, Merge and split table in detail.

Or

- (b) List out and explain any five print layout tools.
14. (a) Explain the applications of transitions and animations in MS-Power point.

Or

- (b) How to add organization charts in MS Power point?
15. (a) Explain the different types of Queries in MS-Access.

Or

- (b) Write a notes on
- (i) Reports
- (ii) Joining tables in Queries.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Define operating system. Why it is necessary for a computer system? List and explain the various functions performed by an operating system in detail.

Or

- (b) Explain the components in input devices, output devices and central processing unit in computer.
17. (a) Explain about the mail-merge concept in detail with suitable examples.

Or

- (b) Briefly explain the procedures and tools involved in formatting text and paragraph alignment in MS word.
18. (a) Write the MS-Access functions in detail. Also explain the data base types.

Or

- (b) (i) Write any five shortcut keys used in MS-Word and its functions.
- (ii) Explain the applications and limitations of using MS-Excel.

**C-0399**

**Sub. Code**

**91515**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define accounting.
2. What are the types of accounts in accounting?
3. What do you mean by gross profit?
4. What type of accounting is used in manufacturing?
5. What is cost and its elements?
6. Classify the costs by its traceability.
7. Why is cost sheet prepared?
8. What are the objectives of pricing of material issues?
9. State the purpose of standard costing.
10. How do you calculate material cost variance?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the limitations of management accounting.

Or

- (b) From the following information prepare proprietors fund and balance sheet with maximum details.

Current ratio	4.5
Liquid ratio	2
Proprietary ratio	1.5
Working capital	Rs. 20,000
Reserve and surplus	Rs. 10,000
Bank overdraft	Rs. 5,000

12. (a) Cash - 20,000

Bills receivables - 10,000

Sundry debtors - 50,000

Stock - 40,000

Sundry creditors - 60,000

Cost of sales - 7,50,000

Calculate working capital turnover ratio.

Or

- (b) Bring about the types of cash book.

13. (a) Write the merits and demerits of cost accounting.

Or

(b) Differentiate between cost and financial accounting.

14. (a) The management of a company finds that while the cost of making a component part is Rs. 15, the same is available in the market at Rs. 13 with an assurance to continuous supply. The cost information for production is

(i) Material	- Rs. 3.50
(ii) Direct labour	- Rs. 5.50
(iii) Other variable expenses	- Rs. 3.00
(iv) Fixed expenses	- Rs. 3.00
Total	<u>- Rs.15</u>

Give a suggestion whether to make or buy this part. Also give your views in case the supplies reduces the price from Rs. 13 to Rs. 11.

Or

(b) Explain the steps involved in Target costing approach to pricing.

15. (a) The following data is obtained from the book of manufacturing concern.

	Men	Women
Number in the standard gang	24	14
Standard rate per hour	Rs. 8	Rs. 7
Number in the actual gang	18	16
Actual rate per hour	9	Rs. 6

During a week, 2 hour were lost due to power failure and work was actually done for 40 hours. Calculate labour mix variance and idle time variances.

Or

- (b) What are the CVP analysis techniques and how to carry out it?

**Part C** (3 × 10 = 30)

Answer **all** questions.

16. (a) What do you mean by accounting? Discuss in detail about the branches (of) accounting.

Or

- (b) The following transactions relate to a business concern for the month of December 2005. Journalise them post into ledger accounts, balance and prepare the trial balance.

March 1 - Started business with capital Rs. 9,000

March 2 - Purchased furniture for Rs. 300

March 3 - Purchased goods for Rs. 6,000

March 11 - Received order for half of goods from 'C'

March 15 - Delivered goods, 'C' invoiced Rs. 4,000

March 17 - Received order for remaining half goods

March 21 - Delivered goods, cash received Rs. 3,800

March 31 - Paid wages of Rs. 300

17. (a) What is activity based costing? Why is it needed? What are the basic steps required for activity based costing.

Or

- (b) From the following information, prepare a balance sheet.

(i) Current liabilities	-	1,00,000
(ii) Reserve and surplus	-	50,000
(iii) Bills payable	-	40,000
(iv) Debtors	-	35,000
(v) Current ratio	-	1.75
(vi) Acid test ratio	-	1.15
(vii) Fixed assets to proprietors fund	-	0.75
(viii) Ratio of fixed assets to current assets	-	3



18. (a) Write about
- (i) Human resource accounting
  - (ii) Tally software package in accounting.

Or

- (b) Define marginal costing. Explain the managerial uses of marginal costing.
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**C-0400**

**Sub. Code**

**91523**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write the relationship between Law and society.
2. What is the objectives of Business Law?
3. Define Law of Agency.
4. Write a notes about duties of Agent.
5. What is prospectus?
6. Write few essential characteristics of Incorporation of companies.
7. What are the functions of SEBI?
8. Write the Importants of taxation.
9. Define Intellectual property Rights.
10. Write the essentials of Agreements.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about the consideration and its types.

Or

- (b) Explain the term offer and acceptance with suitable example.

12. (a) Explain the features of termination of Agency.

Or

- (b) Discuss the relations of principal and agency.

13. (a) Write the characteristics and features of a company.

Or

- (b) Discuss the difference between LLP and partnership company.

14. (a) Write a notes on trade and Investment.

Or

- (b) Define central Excise. And draw the chart of organisational hierarchy for administration of central Excise.

15. (a) Differentiate between void and voidable contract.

Or

- (b) List the Remedies involved in Breach.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) (i) “All Agreements are not contracts, But all contracts are agreement”. Explain.
- (ii) Explain Executory contract.

Or

- (b) Represent the list of capacities of the parties to create contract.
17. (a) Explain the various clauses that are contained in memorandum of association.

Or

- (b) Define prospectus. Is the issue of a prospectus compulsory on the part of a company.
18. (a) Discuss the regulations and features of foreign exchange management Act in detail.

Or

- (b) Write a notes on
- (i) Illegal contract
- (ii) Foreign Institutional Investor
- (iii) Alteration of memorandum
- (iv) Lawful consideration

**C-0401**

**Sub. Code**

**91524**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. If  $A = \begin{bmatrix} 2 & 3 \\ -3 & 2 \end{bmatrix}$  and  $B = \begin{bmatrix} 1 & 3 \\ -2 & 1 \end{bmatrix}$  state whether  $AB = BA$ .
2. Explain cordiality of a set and empty set.
3. The compound interest on a sum of Rs.625 in 2 years is Rs.51. Find the sale of interest.
4. What is arithmetic progression?
5. Explain scope shortly.
6. Distinguish between diagram and graph in presentation of data in statistics.
7. Write the two regression lines formula.
8. Explain skewness in short.
9. List the uses of time series.
10. Define simple and composite index numbers.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) If  $A = \begin{bmatrix} 2 & -1 & 0 & 5 \\ 3 & 2 & 6 & -4 \end{bmatrix}$   $B = \begin{bmatrix} 4 & 7 & 1 & 8 \\ -2 & 3 & 6 & 5 \end{bmatrix}$ . Find  $2A + 3B$  and  $3A - 2B$ .

Or

- (b) Verify Demorgan's law by using Venn diagram.

12. (a) What is the value of an investment of 3500 after 2 years if the investment earns 15% compounded quarterly?

Or

- (b) A sum of money amount to Rs.20,800 in 5 years. Rs.22,720 in 7 years. Find the principal and the sale of simple interest.

13. (a) What are the advantages of diagrammatic representation of a data?

Or

- (b) What are the statistical tools used in economic analysis?

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

X: 15 25 35 45 55 65 75

Y: 3 2 7 9 12 6 3

Or

- (b) Calculate coefficient of skewness for the following data.

C.I.:	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
f:	5	6	11	21	35	30	22	11

15. (a) Discuss the methods of applying time series.

Or

- (b) Describe the method of semi average.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

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

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

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

Or

- (b) Calculate correlation and regression equations from the following data. Find the estimate of  $Y$  when  $X = 13$ .

X: 2 4 6 8 10 12 14

F: 4 2 5 10 4 11 12

17. (a) Explain briefly about the primary and secondary data.

Or

- (b) If the index number of Laspeyre is 133.2. Then find the value of  $x$  from the following data.

Commodity	Base Price	Year Value	Current Year Price
P	5	12	8
Q	18	10	$x$
R	13	20	15

18. (a) Illustrate with examples the classification of data.

Or

- (b) Discuss the process of the construction of index number.

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**C-0402**

**Sub. Code**

**91525**

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

**Second Semester**

**Airline and Airport Management**

**ORGANISATIONAL BEHAVIOUR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. How individual behaviour is different from group behaviour?
2. Explain the importance of personality tests.
3. Define perception. Also write the stages of the perception process.
4. What do you mean by techniques of motivation?
5. What are the various factors that influence the employee productivity?
6. Define Job enlargement.
7. Write about traditional vs modern view of the conflict.
8. Explain about supervision and its importance.
9. What are the various functions of leadership?
10. Define Organisational culture.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about organisational psychology.

Or

- (b) Explain personality tests with suitable example.

12. (a) Explain the various factors affecting perception.

Or

- (b) What are the steps involved in the Brain storming process?

13. (a) List out the need and importance of employee attitude and behaviour.

Or

- (b) Discuss the impact of job satisfaction on work outcomes.

14. (a) What are the various training methodologies for supervision? Explain in detail.

Or

- (b) Explain the resolution of conflict with relevant examples.

15. (a) Explain the term organisational development. And how do you measure organisational effectiveness?

Or

- (b) Write a notes on counselling and guidance.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Explain the motivation theories in detail with suitable examples.

17. (a) Discuss the merits and demerits of financial and non-financial motivation techniques in detail.

Or

- (b) Explain the trait theory and list out its merits and demerits.

18. (a) Explain the concept of leadership and its theories, types in detail.

Or

- (b) Write a notes on,  
(i) Emotional Intelligence  
(ii) Group dynamics.

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**C-0403**

**Sub. Code**

**91532**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Aviation.
2. What is the value of the global aviation industry?
3. Mention few world Airlines.
4. What is a Civil airport?
5. What are the characteristics of airport layout?
6. What is meant by airline catering?
7. Define Freight.
8. What is ramp and its types?
9. What is Crisis Management?
10. What three questions would be asked in response to a bomb threat?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on the growth drivers.

Or

(b) What is the current status of global aviation industry?

12. (a) Differentiate between civil and military airports.

Or

(b) What is the role of passenger / Cargo terminals?

13. (a) What are the major categories of ground handling services?

Or

(b) How does the Airline Catering system work?

14. (a) Explain the procedures followed in Flight Information Counter.

Or

(b) Is checking in the same as boarding pass? Explain.

15. (a) What is the function of crisis management in airport?

Or

(b) How do airlines prevent hijacking?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the aircraft types and structures.

Or

- (b) Detail about the rule and regulations laid by the National Aviation Authorities.

17. (a) Elaborate the handling procedure of stretches passengers and Human Remains carried out in airports.

Or

- (b) Detail the customs and Immigration formalities in airports.

18. (a) Explain the SOP for Bomb Threat.

Or

- (b) Elaborate the handling practices of unaccompanied minors and disabled passengers.

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**C-0404**

**Sub. Code**

**91533**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What do you mean by ground handling?
2. Why do airlines outsource?
3. What is passenger handling process?
4. State the difference between terminal and concourse.
5. What is an export cargo?
6. Is airway bill an invoice?
7. What is meant by airline catering?
8. Define inter-terminal transport.
9. What is airport planning and design?
10. What does Annex 17 contain?

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) What are the roles and responsibilities of ground handling?

Or

- (b) What are the benefits of out-sourcing in aviation industry?

12. (a) Write the importance of passenger handling.

Or

- (b) What is the difference between transit and transfer arrival process?

13. (a) Write the procedure for clearance of export goods.

Or

- (b) Explain the air cargo handling process.

14. (a) How does the airline catering system work?

Or

- (b) Brief about the medical services rendered in airlines.

15. (a) Write about the recommended security guidelines for airport design.

Or

- (b) Explain about the security screening equipments.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Details about a case study on ground handling in India.

Or

- (b) What is the IATA ground handling council? Explain its purpose.
17. (a) Explain the functions, features and format of Airway bill.

Or

- (b) Explain the cargo services at (i) Import shed (ii) Transit shed.
18. (a) Detail on the role and scope of hospitality in Aviation.

Or

- (b) Elaborate the role of Access control and alarm monitoring for the enhanced passenger security.
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**C-0405**

**Sub. Code**

**91534**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 started first aviation in India?
2. What is a SWOT analysis?
3. What is ramp in aviation industry?
4. Which airlines has the largest fleet in India?
5. Write the role of an airport operator.
6. What is a domestic cargo terminal?
7. Define international tourism.
8. What is the role of a tour operator?
9. How are the airport operations classified into?
10. What is terminal planning in airport?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the growing importance of air transport in India?

Or

- (b) Brief about the market potential of Indian Airline industry.

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

Or

- (b) What are the roles and responsibilities of ground handles?

13. (a) What are the functions of passenger terminal?

Or

- (b) What are the functional areas of domestic cargo terminal?

14. (a) What are the different types of tour operations?

Or

- (b) Mention the IATA rules and regulations for travel agency.

15. (a) What are the planning concept of a terminal?

Or

- (b) What are the functions of an airport?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on the current challenges in airline industry.

Or

- (b) What is a SWOT analysis? What is the most challenging part of SWOT analysis?

17. (a) What is airline crew management? What is the role of crew resource management in aviation?

Or

- (b) Detail on the common duties of

- (i) Airside management
- (ii) Ground and flight safety.

18. (a) Describe the growth of international tourism in India.

Or

- (b) Elaborate on the global and Indian scenario of airport management.

**C-0406**

**Sub. Code**

**91535**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. State the law of demand.
2. Define business firms.
3. Explain the law of variable proportion.
4. Write the features of returns to scale.
5. Is monopoly price a high price? Explain.
6. What are the types of discrimination?
7. Define profit management.
8. Write about super normal profit.
9. List the methods of cost control.
10. Write the significance of national income accounting.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the factors of profit maximization.

Or

- (b) What are the assumptions of uncertainty theory?

12. (a) State and explain the law of diminishing marginal utility.

Or

- (b) Discuss the significance of break even point analysis.

13. (a) What is monopoly? Explain the objectives of pricing under monopoly.

Or

- (b) Compare and discuss the features of monopoly equilibrium and perfect competition equilibrium.

14. (a) Explain the marginal productivity theory in detail.

Or

- (b) Discuss the significance of trade union and wages.

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

Or

- (b) Is National Income a satisfactory measure of economic welfare? Justify.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the law of demand and its key features.

Or

- (b) Briefly explain the cost and revenue curves in detail.

17. (a) Explain the characteristics of monopolistic competition in detail.

Or

- (b) Briefly explain the Keynes's liquidity preference theory.

18. (a) Discuss the National Income and economic welfare in detail.

Or

- (b) (i) Explain the features of MRTP Act  
(ii) Write a notes on Economics of scale.
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**C-0407**

**Sub. Code**

**91536**

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

**Third Semester**

**Airline and Airport Management**

**PERSONALITY DEVELOPMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Listening.
2. List any two stages of listening process.
3. Define the term empathy.
4. Define motivation.
5. Define the term management skills.
6. Write about interview skills.
7. What is landing the job?
8. Give brief about GD.
9. What is training?
10. What is soft skills?



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the barriers of communication.  
Or  
(b) Explain the significance of barriers listening.
12. (a) Explain the basic methods to improve creativity.  
Or  
(b) Describe the blocks that affects creativity.
13. (a) Explain the leadership qualities of management skill.  
Or  
(b) What are the rules of motivation?
14. (a) Explain the important steps for effective preparation of interview.  
Or  
(b) Write a thank you letter after interview.
15. (a) Explain about grooming and personal appearance.  
Or  
(b) Give your Resumes to apply a job.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) How do you set your personal goal — Discuss.  
Or  
(b) Describe the measurement of emotional competencies.

17. (a) Explain the steps involved to get through a successive interview.

Or

(b) Give a conversation for job interview.

18. (a) Imagine you are going to apply for the post of Assistant Professor. Give Mock interview session.

Or

(b) Describe presentation and seminars projects in detail.

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**C-0408**

**Sub. Code**

**91537**

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

**Third Semester**

**Airlines and Airport Management**

**YOGA FOR HUMAN EXCELLENCE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Yoga.
2. Write the origin of Yoga.
3. Define Karma Yoga.
4. Define Pranayama.
5. Write any five health benefits of Yoga.
6. What is Physical Exercise?
7. What is NCERT?
8. What is Kriyas?
9. What is Meditation?
10. Write any three meditation school names.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about Thirumoolar Thirumandhiram.  
Or  
(b) Explain any four misconceptions of Yogasana.
12. (a) Explain eight limbs of yoga.  
Or  
(b) Explain the types of pranayama.
13. (a) Describe the benefits of physical exercises.  
Or  
(b) Essential guidelines for pranayama.
14. (a) What are the physical benefits of preparatory movements?  
Or  
(b) List down the benefits of Vajrasana?
15. (a) Techniques of Trataka Meditation.  
Or  
(b) Mention few things about Vethathri Maharishi.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Messages from Bagavatgeeta, Bible, Kuran, and Buddhism.  
Or  
(b) Explain aim and objectives of yoga.

17. (a) Enumerate and explain about general instructions for the Yoga Practitioners.

Or

(b) Name of three levels of asana and explain its advanced Asanas.

18. (a) Describe the different schools of Meditation.

Or

(b) What is Bandha and list down physical benefits of Bandhas?

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**C-0409**

**Sub. Code**

**91542**

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

**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. Define Aviation.
2. What are the four modes of Transportation available?
3. Define ICAO.
4. What is the primary role of IATA?
5. Define SOP in Airport Operations.
6. What is a Terminal in an Airport?
7. What is called Security Clearance in an Airport?
8. What is the use of Boarding Pass in an Airport?
9. Define PPP.
10. What is the current status of Aviation Industry in India?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the Developments made in Air Transportation in India.

Or

- (b) Explain the effects of current challenges in Airline Industry.

12. (a) Briefly Explain Chicago Convention.

Or

- (b) Explain the Aims and Functions of IATA.

13. (a) Explain Airport Management in detail.

Or

- (b) List out the Airport Authorities and mention their responsibilities.

14. (a) Explain Airline Terminal Management.

Or

- (b) Explain the procedure followed in customs and immigration in Airports.

15. (a) List out few International Trends formed in Aviation Industry.

Or

- (b) How do the Regulatory issues play major role in Airline and Airport Operations? Explain.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the History of Aviation in the World and India separately.

Or

- (b) Explain the five departments of ICAO and their operational procedures in detail.

17. (a) Explain about DGCA and its operational procedure related to ICAO.

Or

- (b) Elaborately explain the procedures in handling special passengers.

18. (a) Explain in detail about fees, rates and charges in Airport.

Or

- (b) Explain the sequential procedures in BBA and BMA in Airports.

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**C-0410**

**Sub. Code**

**91543**

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

**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 is Land transport?
2. What is Marketing Mix?
3. What is Elapsed time?
4. Define Customs.
5. What is Fleet?
6. What do you know about Terminals?
7. What is Airport Planning?
8. What are approach areas?
9. Differentiate Uniform vs. Differential Pricing?
10. What is cost leadership?

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Explain the traditional marketing mix for services.

Or

- (b) Write short notes on apparent true needs of customer?

12. (a) Discuss the fleet and schedule related product features in the airline industry.

Or

- (b) Explain about cost leadership.

13. (a) Write brief note on flying time, Ground time, and Elapsed time.

Or

- (b) Passport requirements in different nation—Elaborate.

14. (a) Write about the classified of airport and airfields components.

Or

- (b) Steps involved in airport master plan- Explain.

15. (a) List out the scope of strategic planning system?

Or

- (b) What are the various marketing communication techniques?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the stages in application of Marketing principles.

Or

- (b) Explain the Michael porter's five factors in the airline industry.

17. (a) Enumerate the concept of Airport system in detail.

Or

- (b) Explain PLC in detail with suitable examples.

18. (a) Explain the various airport organizations and associations in detail.

Or

- (b) Explain brand building in airline industry.

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**C-0411**

**Sub. Code**

**91544**

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

**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. Define Logistics.
2. Write down the channels in logistics.
3. State Warehousing.
4. What is material handling?
5. Define Global Environment.
6. State International Documentation.
7. What is air cargo?
8. State valuation charges.
9. What is airway bill?
10. Write about cargo zone.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the advantages of logistics in Global organization.

Or

- (b) Discuss the marketing issues in logistics.

12. (a) Discuss the functions in Outbound logistics.

Or

- (b) State Transport security in detail.

13. (a) What is TQM? Explain its importance.

Or

- (b) Explain the importance in Global supply chain.

14. (a) Describe the features of air cargo tariff.

Or

- (b) State the service function. Explain its features.

15. (a) Explain the requirements in airway bill in detail.

Or

- (b) State the functions of cargo carrier.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the model of Inventory Management.

Or

- (b) Discuss about the role of warehouse in global logistics.

17. (a) Explain the significance of International documentation.

Or

(b) Elucidate the valuation charges in air cargo tariff.

18. (a) Explain SLI and its features.

Or

(b) Discuss the Emerging trends in Cargo in detail.

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**C-0412**

**Sub. Code**

**91545**

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

**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. What is Relationship Marketing?
2. Define Proactive Marketing.
3. What is a relationship network?
4. What is a hosted CRM?
5. What is enterprise Marketing Management?
6. What is a Loyalty Program?
7. Define Integrated Business Management.
8. State the meaning of Data Warehouse.
9. What is meant by cross selling?
10. What is Customer Retention?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the benefits of CRM.  
Or  
(b) Describe the techniques of building customer relationships.
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) Explain the key factor to Successful Enterprise Marketing Management.  
Or  
(b) Describe the Marketing Automation Process.
14. (a) Describe the traffic building with the CRM network.  
Or  
(b) What is data warehousing in CRM?
15. (a) List out the strategies adopted to Retain Customers.  
Or  
(b) Explain the Analytic Database Marketing Techniques.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role of information technology in CRM.  
Or  
(b) What is the CRM definition and how has CRM evolved?



17. (a) Explain the framework of customer relationship management.

Or

(b) Explain the detail about CRM Integrations and its elements.

18. (a) What is a contact center? Explain its role in CRM.

Or

(b) Explain the major industry used CRM.

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**C-0413**

**Sub. Code**

**91546**

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

**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. What do you mean by global indicators?
2. What are the objectives of airport privatization?
3. What all should you consider while costing a tour package?
4. Why should you provide a quality service?
5. Define check – in formality.
6. How have threats to aviation security evolved since the beginning of civil aviation?
7. What do you mean by Ramp handling?
8. What are the roles of public sector in tourism development?

9. Write the difference between a checked baggage and unchecked baggage.
10. Which are the two ways baggage frauds?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write short notes on TAAI.

Or

- (b) Describe aviation growth and development.

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

Or

- (b) Describe the operating conditions for tour packages.

13. (a) Explain the process of handling delayed flights.

Or

- (b) Discuss about the formalities of domestic and international airports.

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

Or

- (b) Explain social and economic benefits from tourism.

15. (a) Write short notes of pooling of Baggage and allowances with illustrations.

Or

- (b) What is called ordinary passport? Briefly explain.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write in detail on the roles and responsibilities of travel agents.

Or

- (b) Write a note on standard time zones of IATA geography.

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

Or

- (b) What are the travel documents required for a passenger?

18. (a) Discuss elaborately on International travel documentation procedures.

Or

- (b) Explain the new fare construction rules mandated by IATA.

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**C-0414**

**Sub. Code**

**91547**

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

**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. What is the nature of retailing?
2. What is EDI?
3. What is retail strategy?
4. Write about advantages of warehouse club.
5. What is retail layout and give examples?
6. What are the components of store design?
7. What is FDI?
8. Write short notes on reasons for the growth of retail in India.
9. What is global retailing?
10. What are the importances of global retailing strategy?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about importance of retailing.

Or

- (b) Write briefly about Data warehousing.

12. (a) Explain briefly about retail organization.

Or

- (b) Enumerate the advantages and disadvantages of departmental stores.

13. (a) Discuss about the objectives of good store design.

Or

- (b) Explain about space allocation in retail store.

14. (a) Write briefly about gradual development of retail in India.

Or

- (b) Explain about environmental factors in retailing.

15. (a) Enumerate challenges facing global retailing.

Or

- (b) Explain about the reasons for the success of a global retailing strategy?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about US retailers and foreign market.

Or

- (b) Explain about Super Markets.

17. (a) Explain about interiors and exteriors of retail store design.

Or

- (b) Explain in detail about drivers of retail change in India.

18. (a) Explain about strategic planning process for global retailing.

Or

- (b) Discuss about career opportunities in retailing.

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**C-0415**

**Sub. Code**

**91551**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is Maintenance?
2. What is meant by increasing failure rate pattern?
3. Expand PPC.
4. What is the use of a computer in the aviation Industry?
5. Explain about CRIMEs.
6. What are the performance standards for CRM instructors?
7. What is MRM?
8. What is an accident and incident?
9. What is off the aircraft maintenance?
10. Name a few support shops used in aircraft maintenance.



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the role of an Engineer and mechanic?

Or

- (b) Explain about Redesign.

12. (a) What is the organization structure of PPC?

Or

- (b) Explain about Airline Libraries.

13. (a) What is meant by communication being a relevant factor in aviation?

Or

- (b) Explain about technical training.

14. (a) Explain about CRM standards in brief.

Or

- (b) Explain the structure of HFACS based on human performance analysis.

15. (a) What is meant by automation and up gradation of skills in CRM?

Or

- (b) Explain about Hangar maintenance.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about Maintenance program documents and talk about MSG in detail.

Or

- (b) Explain about Reliability and explain about failure rate patterns.

17. (a) Explain about the term forecasting and talking about PPC in detail.

Or

- (b) What is meant by LOSA and explain its relationship with CRM.

18. (a) Explain about the competency profile for instructors of CRM.

Or

- (b) Explain about the organization of hangar maintenance and talk about maintenance intervals in detail.

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**C-0416**

**Sub. Code**

**91552**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Mention porter's five forces.
2. List the various types of 'Focus strategies' in the Airline industry.
3. Mention any two marketing communication techniques.
4. Differentiate an "Advocate relationship" from a "Destroyer relationship".
5. What do you mean by labour cost?
6. Write the meaning of direct operating cost.
7. What do you mean by Mid-air collisions?
8. What are the two accidents / incident prevention program?
9. What is MEL?
10. What is Bird strike?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write briefly on porters “five foxes” and their application to the airline industry.

Or

- (b) Discuss briefly about “Differentiation Airlines” with suitable examples.

12. (a) Explain briefly on the role of frequent flyer programmes in relationship marketing with examples.

Or

- (b) Discuss about airline advertising.

13. (a) Write short notes on the strategies for labour cost reduction in Airline business.

Or

- (b) Briefly explain on revenue enhancement.

14. (a) Explain briefly about mid-air collision.

Or

- (b) Write short notes on threat and error management techniques with reference to safety culture in Airlines.

15. (a) Explain briefly on the various aspects of “Airside discipline” to overcome aviation disaster.

Or

- (b) Briefly explain the airport operator’s responsibilities.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Give a detailed account on the significance of identifying and managing human errors to overcome aviation accidents.

17. (a) Write elaborately on the various Airline marketing communication techniques.

Or

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

18. (a) Enumerate on the revenue enhancement and cost reduction techniques in Airline business.

Or

- (b) What are the major costs involved in airline operating cost? Display in a graph.

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**C-0417**

**Sub. Code**

**91553**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is ATS?
2. Explain the classification of ATS airspaces.
3. What are the different kinds of separation?
4. What is Area Control Service?
5. How Radar is useful in Approach Control Service?
6. What is primary RADAR?
7. What is Aerodrome Reference Code?
8. Define runway saturation.
9. What are the general requirements for Marking in Runway?
10. What do you mean by Signal area?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the classification of airspaces by ATS?  
Or  
(b) Explain about Division of responsibility of control.
12. (a) Explain about RNP and RNAV.  
Or  
(b) Explain about the conditions for raising minimum flight level.
13. (a) Explain the use of radar in Area and approach control service.  
Or  
(b) What are Flight information alerting services?
14. (a) Explain about instrument runway.  
Or  
(b) Write short notes on Aerodrome reference point and Aerodrome elevation.
15. (a) Write short notes on landing direction indicator and wind direction indicator.  
Or  
(b) What are markings? Explain about the various aerodrome markings.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about various parts of ATS.  
Or  
(b) Explain the military and civilian ATC coordination in detail.

17. (a) Explain about RADAR and explain about the use of Secondary radar in detail.

Or

(b) Explain about vertical, Lateral and Longitudinal Separation in detail.

18. (a) Explain about Aerodrome Reference Temperature and ARP in detail.

Or

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

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**C-0418**

**Sub. Code**

**91554**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is meant by tourism?
2. Who is a travel agent?
3. List the various meal plans offered by hotels.
4. Give the meaning of hotel.
5. What is adventure tourism?
6. What is foreign exchange?
7. What is group tourism?
8. Define Itinerary.
9. Explain GDS.
10. What is a star rating?

**Part B**

(5 × 5 = 25)

Answer **all** questions

11. (a) Discuss in detail about the important tourist attractions in India.

Or

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

12. (a) What is an itinerary? What are all the steps involved in itinerary Preparation.

Or

- (b) Explain supplier relationships.

13. (a) Briefly explain the classification of hotels.

Or

- (b) Write a short note on perception of tourism worldwide.

14. (a) Who is a travel agent and what are the skills required to be a travel agent?

Or

- (b) Explain how DMC companies work?

15. (a) What are currency fluctuations and commission policies in tourism? How does it impact the tourism industry?

Or

- (b) Discuss IATA **in** detail.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Prepare a draft plan to make 'India a medical tourist destination'.

Or

- (b) Briefly discuss in detail the festivals of India.

17. (a) Discuss in detail about the important tourist attractions in India.

Or

- (b) Write an essay on training and development of travel agents.

18. (a) Explain the types of hotel room layout.

Or

- (b) Explain the activities of people travelling and types of tourism.
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**C-0419**

**Sub. Code**

**91555**

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

**Fifth Semester**

**Airline and Airport Management**

**SERVICE MARKETING/PUBLIC RELATION IN  
AVIATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is service marketing?
2. What is strategy?
3. What do you mean by word of mouth communication?
4. Why communication is important in Business?
5. List out the 7Ps of Marketing.
6. What is Hospitality?
7. What is Media Handling?
8. What is Empathy?
9. Define sustainability.
10. Define crisis.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature of services.

Or

(b) Elaborate the contents of marketing plan.

12. (a) What are customer complaints and how it can be resolved?

Or

(b) Differentiate travel and tourism.

13. (a) Write about the role of Advertising in business.

Or

(b) Explain the process of determining the Positioning strategy.

14. (a) Brief out the duties and responsibilities of PR.

Or

(b) List out the seven steps in crisis management.

15. (a) List out the steps involved in Media Handling.

Or

(b) What are the smart ways to approach crisis situations?

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the types and importance of service marketing.

Or

- (b) Elaborate the features, Scope and characteristics of tourist and tourism.

17. (a) Write in brief about Marketing challenges in aviation.

Or

- (b) Define Relationship Marketing. Explain its importance and how it flourishes the business to an extent.

18. (a) Elaborate the role of Media Handling and its impact on business.

Or

- (b) Write in detail about pricing policies in detail.

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**C-0420**

**Sub. Code**

**91556**

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

**Fifth Semester**

**Airline and Airport Management**

**CONSUMER BEHAVIOUR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Customer retention?
2. What is Price skimming?
3. Define observation in research.
4. What is consumer motives?
5. What is Cognitive Learning?
6. Mention two methods of consumer attitude.
7. What is a group?
8. What do you mean by family?
9. Who is the Opinion Leader?
10. What is Problem Recognition?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the factors influencing consumer behaviour.

Or

- (b) What is customer value? State its characteristics.

12. (a) What are the methods of conducting consumer research?

Or

- (b) What are the different types of motivation? Elucidate.

13. (a) What do you mean by consumer attitude? Also discuss its nature.

Or

- (b) Describe the Classical Conditional theory in consumer attitude.

14. (a) Construct and explain a family life cycle.

Or

- (b) Enumerate any four features of social class.

15. (a) Which are the situational factors affecting the purchase decision?

Or

- (b) Comment on the concept of opinion leadership and its types.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the drivers of change in Indian consumer behaviour? Elucidate.

Or

- (b) Discuss the various ethical issues in marketing in brief.

17. (a) Analyse consumer decision making in detail.

Or

- (b) Write a brief note on the behavioural learning theories of consumer learning.

18. (a) Explain the meaning of sub-culture. Explain their types and Impact of sub-culture.

Or

- (b) Briefly discuss Maslow's and McClelland's need theory.

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**C-0421**

**Sub. Code**

**91561**

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

**Sixth Semester**

**Airlines 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. What are active and passive millimeters?
2. Write the task of Airport Security.
3. What is Safety Management System in Aviation?
4. Define Nuclear Terrorism.
5. What is Crime against Humanity?
6. Write the characteristics of Hijacking.
7. What is meant by Combat Terrorism?
8. What is chemical warfare?
9. Define Bio Simmer in Aviation.
10. What is micro wave imaging?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write and explain Detection techniques used in screening process.

Or

- (b) What are the safety precautions carryout in public transportation?

12. (a) Mention any two examples of Aerial Terrorism and its causes.

Or

- (b) Explain about Rivel claim of Palatine.

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

Or

- (b) Describe Sky Marshal Program.

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

Or

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

15. (a) What resources does airport security have to check a person for explosives? Explain.

Or

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

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) What were in aviation safety and security practices before and after 9/11 incident?

Or

- (b) Explain the difference between safety and security in airline industries.

17. (a) Explain international air transportation safety assessment program.

Or

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

18. (a) How new generation video surveillance technology boosts airport security and operations. Explain?

Or

- (b) Which ICAO Convention was the first to address aviation security? Explain.
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**C-0422**

**Sub. Code**

**91562**

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

**Sixth Semester**

**Airlines and Airport Management**

**AIR REGULATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write short note on national legislation.
2. What is the purpose of Rome Convention?
3. Define Air Safety.
4. What is Airports Authority of India Act?
5. List the punishment for Hijacking.
6. Define Flight Crew Standards.
7. Define Airworthiness condition.
8. Who are all involved in Geneva Convention?
9. Define Aircraft Operations.
10. What is the need for Air Corporation Act?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the role of DGCA in Airline.  
Or  
(b) Write briefly about the introduction of Chicago Convention.
12. (a) Explain in detail the roles and responsibilities of ICAO.  
Or  
(b) Explain about the functions of Indian Civil Aviation.
13. (a) What are the functions of International Airports Authority act, 1971?  
Or  
(b) Explain in detail the roles and responsibilities of AAI.
14. (a) Explain in detail about the Tokyo Convention.  
Or  
(b) Explain in detail about the regulatory bodies in DGCA.
15. (a) Write short notes on DGCA organization and their functions.  
Or  
(b) Write short notes on Aircraft Act, 1934 and Aircraft Rules, 1937.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the suppression of unlawful act against the safety of civil aviation with example.

Or

- (b) Explain in detail about the liabilities and limitations of DGCA.

17. (a) Explain in detail about the jurisdiction for hijacking.

Or

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

18. (a) Explain in detail about the Provision given by the air corporation act.

Or

- (b) Write short notes on Civil Aviation Requirements and their sections in detail.

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