

C-2768

Sub. Code

84311

DIPLOMA EXAMINATION, APRIL 2024

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. _____ means all the activities related to flying the aircraft.
(a) Aviation (b) Air transport
(c) aircraft
2. The primary function of transportation is the _____.
(a) Transfer of messages and information
(b) Transfer of ideas
(c) Transfer of conditions
3. The Convention on International Civil Aviation, also known as the _____.
(a) Chicago convention
(b) Japan convention
(c) Ottawa convention

4. India has open sky agreements with Greece, Jamaica, Guyana, Finland, _____.
- (a) Japan (b) America
(c) Finland
5. A runway should be marked according to its _____.
- (a) usage (b) strength
(c) volume
6. _____ are a serious hazard to aviation.
- (a) Birds (b) Animals
(c) Bacteria
7. _____ do not require proof of identity when travelling with parents.
- (a) Infants (b) Aged persons
(c) Prisoners
8. Shipment of a deceased person in specialized packaging within the cargo area of an airplane is called _____.
- (a) Humans remains cargo
(b) Perishable cargo
(c) Special cargo
9. IATA map divided the worlds into three areas known as Traffic Conferences _____.
- (a) T1,T2,T3 (b) A,B,C
(c) I,II and III
10. The arrival and departure times are listed in the _____ where the corresponding departure and arrival airports are located.
- (a) Time Zone (b) Time category
(c) Time words

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the modes of transport with example.

Or

- (b) Write short note on market size of Indian aviation industry.

12. (a) What are the types of bilateral agreements?

Or

- (b) Write the significance of the open sky agreement.

13. (a) What do you understand the intersecting runways?

Or

- (b) Write short note on declared distances?

14. (a) List out the notes on checked luggage.

Or

- (b) How do I get my boarding pass?

15. (a) What do you understand the IATA Tariff conference areas?

Or

- (b) What are the seven functions of travel agency?

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) List out and explain the latest development in airport.

Or

- (b) Discuss about the major players in Indian aviation industry.

17. (a) Briefly discuss about the monitoring of bilateral rights.

Or

- (b) How ICAO works?

18. (a) How do airports generate revenue?

Or

- (b) List out and explain the airport lighting specifications.

19. (a) Discuss about boarding gate.

Or

- (b) What is the procedure for clearance of human remains in import?

20. (a) Discuss about the IATA Area 1,2 & 3?

Or

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

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84313

DIPLOMA EXAMINATION, APRIL 2024

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. The place where the shipped goods are kept until they enter the custom house _____
(a) Warehouse (b) Bonded warehouse
(c) General stores
2. Lower deck cargo hold of an aircraft is called _____
(a) Tail section (b) Nose section
(c) Belly
3. _____ were among the first commodities carried by air.
(a) Perishable goods (b) Normal goods
(c) Dangerous goods.
4. Various temperature ranges of perishable cargo _____
(a) -18°C , $15 - 25^{\circ}\text{C}$ (b) -0°C , $30 - 40^{\circ}\text{C}$
(c) -30°C , $60 - 70^{\circ}$

5. _____ (CO) is a document that certifies the country of origin of goods exported to another country.
- (a) Certificate of origin
 - (b) Certificate of owner
 - (c) Certificate of order
6. _____ are required to provide a minimum level of liability insurance.
- (a) Air Carrier (b) Insurance company
 - (c) Airway bill
7. Cargo load distribution between holds has a considerable effect upon the
- (a) Centre of gravity (b) Centre of pressure
 - (c) Centre of Lift
8. Air waybills are a mandatory part of
- (a) Shipping by air
 - (b) Shipping by road
 - (c) Shipping by water
9. Flammable liquids are assigned to packing groups according to the _____
- (a) boiling points (b) critical point
 - (c) freezing point
10. All dangerous goods markings must be readily _____
- (a) Visible (b) Readable
 - (c) Controllable

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the factors required for cost of shipment calculation.

Or

- (b) What is volumetric weight and how to calculate it?

12. (a) List out the main types of Special cargo.

Or

- (b) Classify the animals for air cargo.

13. (a) What do you understand about the shipper's export declaration?

Or

- (b) Why you need the proper air shipment documents?

14. (a) How air cargo is handled?

Or

- (b) Write short note on Unit Load Device.

15. (a) How to divide the group for biological products?

Or

- (b) Write short note on marking of packages of dangerous goods.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss about the air freight pricing models concept.

Or

- (b) How do you plan your air freight packaging?

17. (a) Write the contents of perishable cargo regulations.

Or

(b) List out the restrictions of cargo acceptance in India.

18. (a) What are the functions of airway bill and its features?

Or

(b) Briefly discuss about the labelling and marking of packages of air cargo.

19. (a) Explain about the bulk loading.

Or

(b) List out and explain the tips to deal with air cargo capacity.

20. (a) Discuss about the Class-3 flammable goods.

Or

(b) List out the classification of dangerous goods.

C-2770

Sub. Code

84321

DIPLOMA EXAMINATION, APRIL 2024

Second Semester

Airline and Airport Management

CUSTOMER RELATIONSHIP DEVELOPMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Success factors in CRM include:
 - (a) Increasing customer complaints
 - (b) Poor communication with customers
 - (c) Personalized customer interactions
 - (d) Ignoring customer feedback

2. Sales profiling involves:
 - (a) Identifying potential customers
 - (b) Analyzing sales performance
 - (c) Creating customer loyalty programs
 - (d) Offering discounts to all customers

3. Cross-selling involves:
 - (a) Products to new customers
 - (b) Additional products or services to existing customers
 - (c) Products at a discounted price
 - (d) Products through online platforms only

4. Event-based marketing refers to:
 - (a) Marketing events to potential customers
 - (b) Hosting events for competitors
 - (c) Ignoring customer interactions
 - (d) Using customer events or triggers to initiate marketing actions

5. A sales process refers to:
 - (a) Planned steps to convert leads into customers
 - (b) Random sales activities
 - (c) Unstructured customer interactions
 - (d) Ignoring Customer needs

6. In the context of CRM an activity refers to:
 - (a) Engaging with customer's through various channels
 - (b) Recording interactions and tasks related to customer engagement
 - (c) Analyzing sales trends and forecasts
 - (d) Monitoring employee performance

7. The ethics and legalities of data use include:
 - (a) Ensuring data security and privacy
 - (b) Sharing data without Consent
 - (c) Monetizing customer data without permission
 - (d) All of the above

8. In data mining, how many categories of functions are included?
- (a) 5 (b) 4
(c) 2 (d) 3
9. Company's 'customer relationship capital' is another name of
- (a) Customer conversion
(b) Customer retention
(c) Dissatisfied customers
(d) Satisfied customers
10. What is essential for managing customer relationships effectively?
- (a) Lack of communication
(b) Reactive approach
(c) Proactive engagement
(d) Neglecting Customer feedback

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the techniques of building customer relationships.

Or

- (b) Explain how the factors help in building long-term customer relationships.

12. (a) Explain the concept of one-to-one relationship marketing.

Or

- (b) Describe the integration of CRM systems with call centers, support channels, and feedback mechanisms.

13. (a) Describe the sales force automation process

Or

- (b) Discuss the importance of Supplier Relationship Management (SRM) in optimizing supplier partnerships.

14. (a) What is data warehousing in CRM?

Or

- (b) Discuss the applications of data mining in various industries.

15. (a) Outline the essential requirements for preparing a comprehensive business plan.

Or

- (b) Discuss the key steps involved in choosing CRM tools.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the three levels of service commonly offered in customer service.

Or

- (b) Explore the strategies for acquiring customers in CRM.

17. (a) Explain the key principles and techniques for effectively identifying and promoting additional products or services to existing customers.

Or

- (b) Discussing how CRM systems and strategies can be used to improve customer service delivery.

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

Or

- (b) Discuss the significance of implementing lead management practices to identify and prioritize potential customers.

19. (a) Discuss the methodology, algorithms of Market Basket Analysis (MBA) in detail.

Or

- (b) Explain the steps involving in data analysis.

20. (a) Compare and contrast the advantages and disadvantages of adopting home-grown versus outsourced approaches.

Or

- (b) Discuss the factors that should be considered during the selection process.
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C-2771

Sub. Code

84323

DIPLOMA EXAMINATION, APRIL 2024.

Second Semester

Airline and Airport Management

TOURISM BUSINESS MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What are the basic components of Tourism?
 - (a) Attractions, Accessibility, Accommodation, and Amenities
 - (b) Hotels, Restaurants, and Airlines
 - (c) Travel Agencies, Tour Operators, and Event Planners
 - (d) Museums, Parks, and Historical Sites

2. What is the significance of PATA in the Tourism Industry?
 - (a) It provides guidelines for sustainable tourism
 - (b) It promotes tourism in the Asia Pacific region
 - (c) It regulates international standards for airlines
 - (d) It builds hotels and restaurants.

3. What factors influence tourism policy?
 - (a) The number of tourist attractions in the city
 - (b) The population of the city
 - (c) The size of the hotel building
 - (d) Environmental, economic, and socio cultural factors

4. What is an important feature of the five-year tourism plans in India?
 - (a) They aim to promote only luxury tourism
 - (b) They focus on restricting international tourists
 - (c) They aim to promote sustainable and inclusive development of tourism
 - (d) They focus only on domestic tourism

5. What is the significance of Earth's movement in travel geography?
 - (a) It determines the climate of a place
 - (b) It affects the time zones
 - (c) It influences the vegetation of a place
 - (d) It has no significance

6. What is the impact of Daylight-Saving Time on travel?
 - (a) It affects the flight schedules
 - (b) It affects the climate of a place
 - (c) It affects the vegetation of a place
 - (d) It has no impact

7. What is an important ethical aspect in a hotel?
 - (a) Maximizing profits
 - (b) Ensuring guest satisfaction
 - (c) Providing fair treatment to employees
 - (d) All of the above

8. What is the role of the housekeeping department in a hotel?
 - (a) Cooking meals
 - (b) Cleaning rooms and ensuring a pleasant environment for guests
 - (c) Managing guest check-in and check-out
 - (d) Organizing events

9. What is a primary source of earning for travel agencies and tour operators?
 - (a) Commissions from suppliers
 - (b) Service charges from customers
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)

10. What documentation is required to set up a travel agency or tour operation business?
 - (a) Business registration documents
 - (b) IATA accreditation documents
 - (c) Government approval documents
 - (d) All of the above

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define the term “Tourism Industry” and explain its basic components.

Or

- (b) Explain the organization of national tourism in India. What are its key features and how does it operate?

12. (a) Discuss the concept of sustainable tourism development.

Or

- (b) Explain the National Tourism Policy of India.

13. (a) What is the significance of latitude and longitude in travel geography?

Or

- (b) What is UTC time and how is it calculated?

14. (a) What are the key characteristics of the Hospitality Industry?

Or

- (b) Explain the classification of hotels.

15. (a) Who are the key players in the Indian travel agents and tour operators industry?

Or

- (b) What documentation is required start a travel agency or tour operation business?

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) What is the nature of tourism? Discuss its various components.

Or

- (b) What is IATO and how does it contribute to the Indian tourism industry?

17. (a) What are the important features of the five-year tourism plans in India?

Or

- (b) What are the key factors that influence tourism policy? Discuss with examples.

18. (a) Define TC Areas, Sub Areas, and Sub Regions as per IATA and their importance in travel.

Or

- (b) Discuss the use of IATA Three Letter City/Airport Codes and Two letter Airline codes in travel.

19. (a) Discuss the different types of hotels and hotel departments.

Or

- (b) Explain the check-in procedure in a hotel and its importance in creating a positive guest experience.

20. (a) Discuss in detail the evolution and growth of the travel agency business.

Or

- (b) Discuss in detail the IATA rules, regulations, and accreditation process for travel agencies and tour operators.
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