

C-1764

Sub. Code

91513

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. What defines business?
2. What is type of business profession mean?
3. Define management.
4. What is the scope of management?
5. What is planning? Write its importance?
6. What are types of decisions?
7. Mention the types of organization.
8. What is span of control in management?
9. What is mean by directing?
10. Write the difference between budgetary and non-budgetary control

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between Business and profession.

Or

- (b) Write short note on the requirements of successful business.

12. (a) What is the nature of process management?

Or

- (b) Explain management as science with example.

13. (a) What is the purpose of planning?

Or

- (b) State the objectives of decision making.

14. (a) What is organizational structure?

Or

- (b) What is span of control in an organization?

15. (a) What are the nature and characteristics of directing?

Or

- (b) What is the need of coordination in management? Explain.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain briefly about business and profession with a comparison chart.

Or

- (b) Explain the steps in planning process of management.

17. (a) Briefly discuss about various forms of business organization.

Or

- (b) Differentiate between public utilities and public enterprises. Explain with example.

18. (a) Explain delegation of authority and centralization in management.

Or

- (b) What is controlling? Explain with suitable example.

C-1766

Sub. Code

91514

B.B.A. DEGREE EXAMINATION, APRIL 2024

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 are computer parts?
2. What are the types of computer?
3. What are the versions of MS Word?
4. Write down any two features of MS Word.
5. Bring out the basics of MS excel?
6. What is the importance of worksheet?
7. What are the Do's and Dont's in a powerpoint presentation?
8. What should not be used in a PPT?
9. What are the major components of MS Access?
10. What is primary key access?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the applications of computers in various fields.

Or

- (b) Bring out the difference between hardware and software.

12. (a) What are the various features involved in enhancing a document? Explain with example.

Or

- (b) What is called a table in MS Word and how do you create it? Discuss about its features.

13. (a) How do you copy and move rows in excel? Explain with example.

Or

- (b) What are the ways of inserting and deleting rows and columns in excel? Discuss with example.

14. (a) How do you use outline view in powerpoint? Explain with example.

Or

- (b) What is design template in MS powerpoint? How do you use it?

15. (a) How do you add records in access? Explain with example.

Or

- (b) Discuss in brief about the types of relationship in a database.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is called an operating system? Discuss in detail about its types, functions and importance.

Or

- (b) Elaborate in detail about the different types and some popular programming languages.

17. (a) What is mail merge? Discuss in detail about the steps involved in it with an example.

Or

- (b) What is called a chart? What are the ways of creating it and discuss in detail about its types?

18. (a) How will you establish relationships using query to extract information? Explain.

Or

- (b) Discuss the steps in creating and using database forms.
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C-1767

Sub. Code

91515

B.B.A. DEGREE EXAMINATION, APRIL 2024

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 financial accounting.
2. What are the limitations of financial accounting?
3. Define Ledger.
4. What is Bad debts?
5. Define the term labour turnover.
6. State any two merits of Halsey scheme.
7. What is indirect cost?
8. What is job costing?
9. What is margin of safety?
10. What is budgeting?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Distinguish between Ledger and Journal.

Or

- (b) Journalize the following transaction:

	Rs.
Salaries paid to staff	10,000
Sold goods on credit to Aravind	50,000
Withdrawn for personal purposes	6,000
Purchased furniture by issue of cheque	2,000
Sold goods to Raja for cash	40,000

12. (a) What are the advantages of maintaining subsidiary book?

Or

- (b) From the following Ledger balance, prepare trading account for the year ended 31-12-2015.

	Rs.
Opening Stock	50,000
Purchases	8,00,000
Freight on sales	10,000
Wages	50,000
Sales	12,00,000
Purchase returns	20,000
Sales return	1,00,000
Closing stock	1,50,000

13. (a) State the functions of cost accounting.

Or

(b) Compute the amount of office overhead office salaries – 10,000, Stationary – 5,000, audit fees- 2,000, advertising – 9,000, Depreciation of office fittings – 3,000.

14. (a) What is inventory control?

Or

(b) Calculate the reorder quantity from following particulars annual usage – 20000 units

Buying cost per order – Rs. 10

Cost per unit – Rs. 100

Cost of carrying inventory – 10% of cost

15. (a) Define marginal costing. What are its characteristics?

Or

(b) The fixed expenses of an industrial concern amount to Rs. 1,80,000. Its variable cost per unit is Rs. 29 and selling price is Rs. 44 per unit. Calculate the breakeven point.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Distinguish between cost accounting and financial accounting.

Or

- (b) Enter the following transactions in the cash book with cash and discount columns

2001

March

	Rs.
1. Balance of cash in hand	40,000
4. Sold goods on credit to Ramanan	20,000
6. Sold goods for cash	15,000
8. Credit purchases from Barani	9,000
10. Received from Madhu,	9,500
Discount allowed to him	200
12. Rent paid	2,000
18. Paid to Barani in full settlement	8,975
20. Ramanan paid in full settlement	19,950
25. Salary paid	5,000
26. Mani paid in full settlement	4,900
30. Paid to Selvam in full settlement	5,900

17. (a) From the following Trial balance and closing stock, you are required to prepare final accounts.

Trial Balance as on 31st Dec 2010

Particulars	Dr. Amount Rs.	Cr. Amount Rs.
Capital		40,000
Sundry Debtors	18,600	
Drawings	10,800	
Machinery	3,600	
Sundry Creditors		14,000
Wages	5,600	
Purchases	20,000	
Opening Stock	38,000	
Bank Balance	8,000	
Carriage charges	6,000	
Salaries	600	
Rent and Taxes	800	
Sales		58,000
	1,12,000	1,12,000
Closing stock Rs. 2,400		

Or

- (b) Explain the meaning and purposes of a cost sheet.

18. (a) Define marginal costing. What are its main features?

Or

- (b) The following information is obtained from AB and Co., for 2015.

Sales Rs. 20,000

Variable Costs Rs. 10,000

Fixed cost Rs. 6,000

- (i) Find P/V Ratio
(ii) Break Even Point
(iii) Margin of safety at the current sales level

C-1768

Sub. Code

91523

B.B.A. DEGREE EXAMINATION, APRIL 2024

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 are the examples of legal environment?
2. What are the forms of business Organization?
3. What is the Sale of Goods Act?
4. What is termination of an agency?
5. What is Indian Companies Act 1956?
6. What is the effect of issuing a certificate of incorporation?
7. Define trading.
8. What is meant by SEBI.
9. What is patent act in India?
10. What is breach of contract?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the components of legal environment of business?

Or

- (b) What are the importance of performance of contract?

12. (a) What are the rules of transfer of property in the goods from seller to buyer?

Or

- (b) What are the characteristics of the law of agency?

13. (a) What is the definition of a company under Indian Companies Act?

Or

- (b) Write the procedure of incorporation of company.

14. (a) Write the difference between investment and trading.

Or

- (b) What do you mean by restrictive trade practices?

15. (a) Explain the types of breach of contract.

Or

- (b) What Does Foreign Exchange Management Act do?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the types of performance of contract.

Or

- (b) Explain the main features of the Sales of Goods Act?

17. (a) Explain the capacities of the parties to create contract in contract law.

Or

- (b) What are the difference between a Memorandum of Association and Article of Association? Explain.

18. (a) Explain in detail Central and State sales tax act.

Or

- (b) Explain the laws and rules of foreign exchange management act.
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C-1769

Sub. Code

91524

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. With example, represent the set operation.
2. Define Matrix.
3. List the types of arithmetic progression.
4. Write the formula for compound interest.
5. Define Standard deviation.
6. List the limitations of Statistical approach.
7. What do you mean by Mode and Median?
8. What is Rank Correlation?
9. Define Formulation of frequency distribution.
10. What is Index number?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) If $n(A - B) = 18$, $n(A \cup B) = 70$ and $n(A \cap B) = 25$, then find $n(B)$.

Or

- (b) List the rules used for matrix multiplication.
12. (a) Find the effective rate corresponding to a stated rate of 6% compound semiannually.

Or

- (b) Write some of the application where Arithmetic and Geometric progression is used.
13. (a) Write short notes on Statistical enquiry.

Or

- (b) What is meant by unit of collection?
14. (a) Explain about Bi-modal distribution.

Or

- (b) Differentiate positive and negative skewness.
15. (a) What are the factors affecting price index?

Or

- (b) Write short note on parametric trends time series.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Check the matrices $A = \begin{bmatrix} 2 & 3 \\ 2 & 7 \end{bmatrix}$ and $A = \begin{bmatrix} 2 & -1 \\ -1 & 1 \end{bmatrix}$ are commutative under addition (or) not?

Or

- (b) Find the solution to each of the following systems of equations

$$2x + 5y + 2z = -38$$

$$3x - 2y + 4z = 17$$

$$-6x + y - 7z = -12$$

17. (a) A sample of 64 students has a mean weight of 70 kg. Can this be regarded as a sample from a population with a mean weight of 65 kg and a standard deviation of 2 kg?

Or

- (b) Explain in details about the data collection process.

18. (a) (i) Write Karl Pearson correction formula and its application.
(ii) What are the assumption taken while using it?

Or

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

C-1770

Sub. Code

91525

B.B.A. DEGREE EXAMINATION, APRIL 2024.

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 intelligence test in Organizational behaviour?
2. What are the type of personality test?
3. What is meant by brain storming?
4. What are the factors that affecting the perception?
5. What do you mean by job satisfaction?
6. What is job enlargement example?
7. What is group dynamics?
8. What are the types of conflict?
9. What is the importance of Managerial Grid?
10. What is an example of organizational effectiveness?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the importance of organizational psychology.

Or

(b) What is the measuring unit of intelligence?

12. (a) What is perception in behaviour? Give example.

Or

(b) What are the various tools and techniques of motivation?

13. (a) What is the difference between job enlargement and job enrichment?

Or

(b) What are the principles of job enrichment?

14. (a) How does competition affect behaviours?

Or

(b) State the importance of counsellor.

15. (a) What is the difference between counseling and guidance?

Or

(b) Explain guidance and counselling.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the characteristics of organizational psychology with example.

Or

- (b) Explain the theories of motivation and their applications in organization.

17. (a) Discuss the importance and types of individual tests in modern recruitment.

Or

- (b) Explain the theories of job satisfaction with example.

18. (a) Explain briefly four parts of Hawthorne experiment.

Or

- (b) Explain in detail fielders contingency theory of leadership.

C-1771

Sub. Code

91532

B.B.A. DEGREE EXAMINATION, APRIL 2024.

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?

C-1772

Sub. Code

91533

B.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Airlines and Airport Management

AVIATION ANCILLARY SERVICE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is ground handling?
2. What is the role of a ground handler?
3. Explain about concourse.
4. Who are VVIP passengers?
5. What is an export shed?
6. What is an airway bill?
7. What is meant by airport operations?
8. Explain about hospitality.
9. What is access control?
10. What is the used of RFID controlled doors?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the difference between self-handling and outsourcing?

Or

- (b) Explain about ground handling process in India.

12. (a) Explain about Transit and arrivals.

Or

- (b) What is meant by baggage handling?

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

Or

- (b) What is meant by industry relations in terms of cargo handling?

14. (a) Explain about the preparation of food for airlines.

Or

- (b) What is meant by airport management?

15. (a) What are the planning and design considerations for security at airports?

Or

- (b) Explain about alarm monitoring mechanisms at airports.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about the roles and responsibilities of a ground handler in detail.

Or

- (b) What is IGHC? Explain in Detail.

17. (a) Explain about Special passengers in detail.

Or

- (b) What is meant by air cargo and explain about perishable cargo and its types?

18. (a) Explain about

- (i) Information dissemination
- (ii) Accommodation by airlines
- (iii) Medical services at airports.

Or

- (b) What is the ANNEX 17 talk about? Explain in Detail.
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C-1773

Sub. Code

91534

B.B.A. DEGREE EXAMINATION, APRIL 2024

Third Semester

Airline and Airport Management

AIRLINE AND AIRPORT ORGANIZATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Aviation.
2. What is SWOT Analysis in Aviation Industry?
3. Define RAMP.
4. Differentiate Ground Crew and Flight Crew.
5. Define Terminal Management.
6. Define Flight Safety.
7. Who is Tour Operator?
8. Who are called Unaccompanied Minors?
9. Define DOCA.
10. Define Terminal Planning.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the History of Aviation in detail.

Or

(b) Explain the contribution of major airliners in Aviation Industry.

12. (a) Explain in detail about Airline Catering.

Or

(b) Explain the concept of Crew Management in detail.

13. (a) Explain the responsibilities of an Airport Operator.

Or

(b) Explain the Airside Management in detail.

14. (a) Explain the role of Hotel Industry in supporting Aviation Industry.

Or

(b) Explain the procedure in handling stretcher passengers.

15. (a) Explain in detail about Airport Planning.

Or

(b) Explain the roles and responsibilities of AAI.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the SWOT Analysis in Aviation Industry.

Or

- (b) Explain in detail about the services provided in RAMP area.

17. (a) Explain the procedure followed in Cargo Terminal for Domestic and International Airports.

Or

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

18. (a) Explain in detail about Terminal Planning, design and operations of an Airport.

Or

- (b) Explain the Evolution of ICAO and IATA in detail.

C-1774

Sub. Code

91535

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. Define a business economics.
2. Mention the different types of demand.
3. What do you mean by Production?
4. Mention the different types of cost.
5. Define the term Market.
6. List the determinants of Market Structure.
7. Why the theory of pricing is 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) What is a Risk? Discuss Risk theory of Profit.

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 detail.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate Sales Maximisation 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-1775

Sub. Code

91536

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. Name few factors that determine personality.
2. What is SWOT analysis or SWOT Matrix?
3. What is self monitoring?
4. Define perception.
5. What is motivation?
6. What is "BATNA"?
7. What are the contents in the "Thank You Letters"?
8. What is it PTSD?
9. What is Group Discussion or GD?
10. What is Mock Interview?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define communication? What are the two types of communication? Explain.

Or

- (b) What are the different stages in listening process? Explain.

12. (a) What is assertiveness and what are characteristics we find in Assertive people?

Or

- (b) What are the basic methods to improve creativity?

13. (a) What are the Eight common characteristics of great leadership?

Or

- (b) Explain different types of negotiations.

14. (a) What are the types of skills, to be mentioned on a resume?

Or

- (b) What Soft skills are considered as an asset for every Employer?

15. (a) What are the different types of Training given in an organization?

Or

- (b) What is professionalism? Explain the six characteristics of proper professional styles.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain Berlo's models of communication and its disadvantages.

Or

- (b) What are the factors that affect emotion? Explain.

17. (a) Explain in the top 10 leadership qualities.

Or

- (b) Define creativity. Explain its process.

18. (a) What is Seminar? What are the classification of Seminar?

Or

- (b) What is Emotional Competencies? Discuss the Framework of Emotional competencies.
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C-1781

Sub. Code

91537

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. Define Yogic Diet (or) Sattvic Diet.
2. Why need to Yoga?
3. Define Bhakathi Yoga.
4. Define Niyama.
5. Write few lines about Hatha Yoga.
6. Write the benefits of Jala Neti.
7. Write few lines about Bhakti Yoga.
8. Write shot note about Physical Education.
9. What is Kapalbhathi Pranayama?
10. Define Samadhi.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the principals of Yoga.
Or
(b) Explain eight limbs of Yoga.
12. (a) Explain the types of Pranayama.
Or
(b) Explain the characteristics of Bandhas.
13. (a) Explain the psychological benefits of Yogasana.
Or
(b) Explain detail about subconscious mind.
14. (a) What is the Nauli and benefits of Naulli?
Or
(b) Explain the misconception of Yoga.
15. (a) Explain the technique of Trataka Meditation.
Or
(b) Physical benefits of Bhandas.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Suryanamaskar and benefits of Suryanamaskar.
Or
(b) Describe the different schools of Meditation.

17. (a) Explain shat Kriyas and benefits of each Kriyas.

Or

(b) What are the benefits of Pranayama and Nauli?

18. (a) Explain the Meditation and scientific benefits of Meditation.

Or

(b) Explain deference between yoga Sana and physical exercise and sports.

C-1782

Sub. Code

91542

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. Mention any four National Airlines.
2. When was the first Commercial Flight happened?
3. Define IATA.
4. What are the five departments of ICAO?
5. Define DGCA.
6. What is called an Airport?
7. Who are called Special Passengers?
8. What is called Check-in process in Airport?
9. What is the need of Environmental Regulations in Airline Industry?
10. Define AAI.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the competition in Airline Industry.

Or

(b) Briefly explain the market potential of Indian Airline Industry in Global Market.

12. (a) Explain the roles and responsibilities of ICAO.

Or

(b) Explain how the airlines and airports are connected to the regulatory bodies.

13. (a) Explain the organizational structure of Airport Sectors.

Or

(b) Briefly explain Airport Planning.

14. (a) Explain the procedure in Check-in and Boarding process for the passengers.

Or

(b) What is the procedure followed in Baggage Handling?

15. (a) Explain the impact of FDI in Indian Airline Industry.

Or

(b) Explain the benefits of Environmental Regulations in Airline Industry.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) List out the major players in Airline Industry and rank them based on their business strength and fleet size.

Or

- (b) Explain the origin and development of IATA and its functions in Airlines.

17. (a) Explain the Global and Indian scenario of Airport Management.

Or

- (b) Explain the difference in procedure followed for passengers between Domestic and International Travel.

18. (a) Explain in detail about Public-Private Participation in Indian Airport.

Or

- (b) Explain the need of Immigration process for International Transportation and its benefits in detail.
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C-1783

Sub. Code

91543

B.B.A. DEGREE EXAMINATION, APRIL 2024

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 Air transport?
2. Who is called as consumer?
3. Define Airline marketing.
4. What is Transit visa?
5. What is Immigration?
6. Define TIM.
7. What is point of sale service?
8. What are approach areas?
9. What are Air traffic zones?
10. What is OAG?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) List out the features of Road transport.

Or

- (b) What is Market Analysis and why it is important in airline marketing?

12. (a) Write in brief about market segmentation.

Or

- (b) What is Passport and explain its types?

13. (a) Write about the various reasons in which visa gets refused.

Or

- (b) Porters five force analysis — Elaborate.

14. (a) Write about the strategies of Airline marketing.

Or

- (b) PLC in aviation industry - Explain.

15. (a) What is strategic planning system?

Or

- (b) List out the stages of consumer decisions making process.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the four modes of transport in detail.

Or

- (b) Explain the development of Air transport system.

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

Or

- (b) Explain the Relationship Marketing in detail.

18. (a) What is Airport Management? Bring out the principles in airport management.

Or

- (b) Explain the following :

- (i) In-flight service
 - (ii) Cash flow
 - (iii) Marketing mix
 - (iv) Over segmentation
 - (v) Perishable product.
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C-1784

Sub. Code

91544

B.B.A. DEGREE EXAMINATION, APRIL 2024

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. What is marketing logistics?
2. What is mean by global logistics?
3. State inventory cost.
4. State logistics security.
5. What is Performa invoice?
6. Write about quality concept.
7. What is air freight?
8. What is a combination carrier?
9. What is mean by dangerous?
10. What are cargo carriers?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the components in Logistics.

Or

(b) Explain the material resource planning.

12. (a) Explain the pricing strategy in logistics.

Or

(b) Explain the benefits from warehouses.

13. (a) Discuss the importance of Global Environment.

Or

(b) Explain the benefits of supply chain management system.

14. (a) Write down the types of cargo carriers in detail.

Or

(b) Explain the types of valuation charges.

15. (a) State the facilities in cargo terminals.

Or

(b) Explain the functions of cargo zone.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the advantages in logistics.

Or

(b) Discuss the importance of TQM.

17. (a) Describe the functions of logistics.

Or

(b) Difference between inbound and outbound logistics.

18. (a) Discuss the steps involved in air cargo carriers.

Or

(b) What is aircraft handling with cargo? Explain.

C-1785

Sub. Code

91545

B.B.A. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Airlines and Airport Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why is customer relationship important?
2. Differentiate transactional and relationship approach.
3. What is analytical CRM?
4. Mention any two use of CRM.
5. What is brand awareness?
6. What is a rebate program?
7. What is customer intimacy?
8. What do you mean by loyalty program?
9. What are the sources available for data collection?
10. What is up selling?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about internal relationship management.

Or

- (b) Explain five levels of relationship marketing.

12. (a) Describe the process of CRM.

Or

- (b) Explain CRM vendors and their types.

13. (a) Discuss about Enterprise Marketing Management.

Or

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

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

Or

- (b) Discuss about the steps in developing a CRM Strategy.

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

Or

- (b) What is the data warehouse? Explain its types.

Part C

(3 × 10 = 30)

Answer **all** questions.

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

Or

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

17. (a) Explain about the Loyalty Program Value Propositions.

Or

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

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

Or

(b) Explain in detail about Database Marketing Methods.

C-1786

Sub. Code

91546

B.B.A. DEGREE EXAMINATION, APRIL 2024

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 are the roles of Travel Agent?
2. What is the role of international civil aviation organization in air travel?
3. Who is a Tour operator? Mention at least two leading tour operators at the Global level.
4. Define buying power.
5. What are the responsibility of cabin crew and ground staff?
6. What is the trusted traveler program?
7. Define apron and gates.
8. Define Disruptive Flights.
9. What are the conditions in which a visa is issued?
10. Define passport.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly explain Air Taxi operations.
Or
(b) Explain the airport handling functions of IATA.
12. (a) Write briefly on the functions of Tour operators.
Or
(b) Explain the procedure to preparation of tour brochures.
13. (a) Write briefly on the check – in formalities for International travel.
Or
(b) What are the goods restricted in baggage and why it is restricted?
14. (a) Write short notes on Ramp handling and Ramp safety procedures.
Or
(b) Describe about the ramp handling procedure.
15. (a) Explain briefly on the significance of passports.
Or
(b) Explain the legal liability for passengers and baggage.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss in details about the various functions of IATA.
Or
(b) What is called ICAO and write freedom air agreement flamed by ICAO?

17. (a) What are the handling procedure for delayed passengers?
- (i) When the flight delay is known well in advance?
 - (ii) When the flight delay is cancelled after a prolonged delay?

Or

- (b) Describe in detail the planning, preparation and operating conditions of Tour packages.
18. (a) What is extra baggage? Write a detailed note on in flight aids in an international flight?

Or

- (b) Define Tourism Management. Explain the various aspects involved in Tourism management.
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C-1787

Sub. Code

91547

B.B.A. DEGREE EXAMINATION, APRIL 2024

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 retailing?
2. List out various non store retailer.
3. What is retail organization?
4. Write about advantages of discount stores?
5. What is retail layout?
6. What is situational analysis in retail?
7. What is multi-brand retailing?
8. Write about environmental impact in retailing?
9. What is global retailing?
10. What are the barriers of global retailing?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss about functions of retailing.

Or

(b) Write briefly about trends in retailing.

12. (a) Explain about Super Markets.

Or

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

13. (a) How to manage inventory loss?

Or

(b) Explain about visual merchandising techniques.

14. (a) Write briefly about size of retailing in India.

Or

(b) Who are the drivers of retail in India?

15. (a) Enumerate threats facing global retailing.

Or

(b) Explain about legislation in retailers.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about Foreign Retailers in Market.

Or

(b) Explain about classification of retailing.

17. (a) Explain about Corporate Chain.

Or

(b) Explain in detail about retail layout.

18. (a) Explain about challenges to retail development in India.

Or

(b) Discuss about factors influencing retailing.

C-1788

Sub. Code

91551

B.B.A. DEGREE EXAMINATION, APRIL 2024

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 meant by reliability?
2. What is the role of an engineer?
3. Explain about Production in PPC.
4. Explain about airline libraries.
5. Who are CRMI and CRIMEs?
6. What are the data gathered from accidents and incidents?
7. What are CRM skills?
8. Expand LOSA.
9. What is meant by HFACS?
10. What is Hangar Maintenance?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is meant by process oriented Maintenance?
Or
(b) Explain about Task oriented Maintenance.
12. (a) Explain about PPC in brief.
Or
(b) What are Technical publications?
13. (a) Explain about the evolution of CRM.
Or
(b) What are the basic desired skills for CRM?
14. (a) Explain in brief about accidents and incidents.
Or
(b) Explain how communication is a vital factor in aviation safety.
15. (a) What is meant by competency profile for CRM instructors?
Or
(b) Explain about the organization of Hanger Maintenance.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about the term Maintenance, types of Maintenance and Failure Rate Patterns.
Or
(b) Explain about Redesign and also how a maintenance program is established.

17. (a) Explain about LOFT and LOSA in detail.

Or

(b) What is meant by Evaluation of Flight Crew skills in CRM?

18. (a) Explain about the relevant factors involved in CRM skills and performance.

Or

(b) What is a morning meeting? Explain about Crew skill requirements for maintenance in a hangar.

C-1789

Sub. Code

91552

B.B.A. DEGREE EXAMINATION, APRIL 2024.

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. Define market segmentation.
2. What are the fundamentals of marketing strategy?
3. What is meant by “Air Freight”?
4. What is meant by ‘Relationship marketing’?
5. List the various financial sources in the Airline business.
6. Mention any two problem of local rationales.
7. Define mid–air collision.
8. Define a runway incursion.
9. What is TEM?
10. What do you mean by Aviation disaster?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the seven common mistakes in airline marketing strategies? Explain.

Or

- (b) Explain the application of Porter's five force in airline industry.

12. (a) Write short notes on Airline advertising as an important marketing communication strategy.

Or

- (b) Explain about sales planning.

13. (a) Composition of professional mix and define the factors it depends on.

Or

- (b) Discuss in brief, "Airline views or financial benefits".

14. (a) Discuss about human errors in aviation.

Or

- (b) Explain about runway incursions.

15. (a) What is aircraft maintenance? Why is this procedure performed? Explain the procedure in detail.

Or

- (b) Discuss about psychological aspects involved in aviation.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) 'PESTE ANALYSIS' - a theoretical basis for the study of marketing environment. Discuss in detail.

Or

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

17. (a) Explain in detail about the fundamentals and components of relationship marketing.

Or

- (b) Discuss on human reliability assessment in aviation industry.

18. (a) What is runway incursions and explain its different categories?

Or

- (b) Write short notes on:

- (i) Airside Discipline
- (ii) Mid Air Collisions

C-1790

Sub. Code

91553

B.B.A. DEGREE EXAMINATION, APRIL 2024.

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 Aerodrome.
2. What is I.F.R?
3. What do you mean by longitudinal separations?
4. Define flight plan.
5. Explain about Approach Control Service.
6. What is Radar Service?
7. What is Aerodrome Data?
8. Explain about Aerodrome Reference Temperature.
9. What are the visual aids for navigation?
10. What do you mean by Airport Beacon?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Enumerate the Aim and objectives of ATC.

Or

- (b) Explain about meteorological support in AT.C.

12. (a) Explain vertical, lateral and longitudinal separation of aircrafts.

Or

- (b) Explain in brief about position reports.

13. (a) Describe the functions of Radar.

Or

- (b) What is the rule of the air and explain about emergency procedures?

14. (a) Explain about Aerodrome reference point.

Or

- (b) Explain the physical characteristics of a runway.

15. (a) Explain about visual aids for navigation.

Or

- (b) Explain in brief about various marking on runway.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain about the parts of ATC service in detail.

Or

(b) What is separation? Explain various kinds of separation in air space.

17. (a) Explain with block diagram in detail on secondary Radar.

Or

(b) Explain about flight information alerting services in detail.

18. (a) Explain the physical characteristics and obstacles restricted in an aerodrome.

Or

(b) What is marking? Explain general marking requirements and various kinds of markings.

C-1791

Sub. Code

91554

B.B.A. DEGREE EXAMINATION, APRIL 2024.

Fifth Semester

Airline & Airport Management

AIR TRANSPORT IN TOURISM

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **ALL** questions.

1. What do you mean by tour operators?
2. What are the roles of travel agents?
3. List the features of festivals.
4. Define a hotel.
5. What are the roles of travel agency?
6. What is foreign exchange?
7. What do you mean by cancellation?
8. Two importance of Itinerary planning.
9. Explain FIT.
10. What is Medical tourism?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss in detail about the scope and operations of travel and tourism.

Or

- (b) Explain the aims and objectives of mass tourism.

12. (a) What is an itinerary? What are the advantages of itinerary preparation for travel agents?

Or

- (b) Explain Group tour planning.

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

Or

- (b) Write a short note on bedding types.

14. (a) What is rating systems and explain its importance and scope of rating system.

Or

- (b) Explain GDS.

15. (a) Explain the training and development of training and development in tourism industry in India.

Or

- (b) Discuss ICAO in detail.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Prepare the itinerary for one week for any north Indian tourist spot.

Or

- (b) Briefly discuss destination management companies.

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

Or

- (b) Write an essay on boarding and lodging procedures in detail.

18. (a) Explain the types of Meals, facilities, and services and cancellation procedures.

Or

- (b) Explain in detail about the favorite tourist spot you have visited and bring out the importance and scope of medical tourism.
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C-1792

Sub. Code

91555

B.B.A. DEGREE EXAMINATION, APRIL 2024.

Fifth Semester

Airlines and Airport Management

**SERVICE MARKETING / PUBLIC RELATIONS IN
AVIATION**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is service?
2. List out the features of service.
3. What is TIM?
4. Define Positioning.
5. What is Achievement in Public relation?
6. What is Customer service?
7. What is Crisis management?
8. How do you retain your consumers?
9. What is prioritization?
10. Define Media.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about the importance of Relationship marketing.

Or

- (b) Enumerate the scope of service Marketing.

12. (a) Write in brief about the perspective of Media handling.

Or

- (b) Write about the role and importance of Transport in business.

13. (a) Elaborate the challenges that are faced in public relation.

Or

- (b) What is crisis management? List out its types.

14. (a) Brief out the ideas of Market positioning.

Or

- (b) Dos and don'ts of media handling – List out.

15. (a) What are the strategies of PR personnel?

Or

- (b) Explain SWOC ANALYSIS.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is market strategy? Explain its scope, types and features in detail.

Or

- (b) Elaborate in detail about the 7Ps of marketing mix with examples.

17. (a) What are the 7c's in travel service marketing and how it has an impact in business?

Or

- (b) Define Market demand and supply. Write in brief about the strategies and tactics to position your business.

18. (a) What are the steps in Public relation process and smart ways to approach crisis situations?

Or

- (b) Explain the role of travel and tourism and its service in detail.

C-1793

Sub. Code

91556

B.B.A. DEGREE EXAMINATION, APRIL 2024.

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 Customer satisfaction.
2. What is De-marketing?
3. What is consumer perception?
4. What is primary research?
5. What is the principle of association?
6. Mention the Elements in Consumer Learning.
7. What is meant by “squad” in secondary group?
8. List the types of Reference Group.
9. Who are Market Mavens?
10. Define variety-seeking buying behaviour.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the Nature and Scope of Consumer Behaviour.

Or

- (b) Define ethics. What is ethics in marketing?

12. (a) What are the characteristics of consumer needs?

Or

- (b) Enumerate the Process included in consumer research.

13. (a) What are the basic elements in consumer learning? Examine.

Or

- (b) Explain the different principles in consumer learning.

14. (a) Mention the objectives of cross-culture.

Or

- (b) Describe the different types of families.

15. (a) Explain the different steps in purchase process.

Or

- (b) Discuss the rules involved in consumer decisions.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Comment on the Meaning, Characteristics, Problems faced and the drivers to change of Indian Consumer.

Or

- (b) What do you mean by customer retention? Discuss the strategies for customer retention.

17. (a) Give a description on consumer research paradigms.

Or

- (b) Write a note on social class and consumer behaviour.

18. (a) Study in detail on the concept of opinion leadership.

Or

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

C-1794

Sub. Code

91561

B.B.A. DEGREE EXAMINATION, APRIL 2024.

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. Why are safety and security important in aviation?
2. Write the significance of check-tools on baggage screening.
3. Give two examples of nuclear terrorism.
4. What is Dirty bomb?
5. What is Sky Marshal Programme?
6. List out the measures for Hijacking.
7. What is meant by Biological Warfare?
8. Write the significance of Tokyo convention.
9. List out different types of explosives.
10. What is Biometric screening at airport?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail about detection technique carried out in Airport Security.

Or

- (b) Explain the role and function of metal detector at airport security process.

12. (a) Explain in detail about “Aircraft as Missile”.

Or

- (b) Explain briefly about Terrorism.

13. (a) Write the consequences of 1970 Terrorist Hijacking.

Or

- (b) Explain about the role and design of cockpit door after 9/11.

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

Or

- (b) Write steps taken by India to combat terrorism.

15. (a) Write short notes on microwave image technology.

Or

- (b) Write a short note on recent technological improvements on aviation safety and security operations.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the function of Palestine Liberal Organization.

Or

- (b) Explain the importance of sky Marshal programme.
17. (a) Discuss about the “Cockpit Doors” as security perspective.

Or

- (b) Discuss various technologies used for airline passenger security screening.
18. (a) How new generation video surveillance technology boosts airport security and operations. Explain.

Or

- (b) Write notes on international safety assessment programme.
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