

C-5494

Sub. Code

92011

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airline and Airport Management

MANAGEMENT PRACTICES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not a basic function of the management process?
(a) Controlling (b) Organizing
(c) Working (d) Leading
2. Who is the Father of Scientific Management?
(a) Henri Gratt (b) W. Edward's Deming
(c) Henry Ford (d) Frederic W. Taylor
3. Which one of the following is an importance of Planning?
(a) Reducing Uncertainty
(b) Identifying alternative critically
(c) Developing leadership
(d) Selecting the most appropriate plan
4. Which one is the first and foremost function of management?
(a) Planning (b) Organizing
(c) Controlling (d) Coordination

5. Organising process includes one of the following
- (a) Grouping of activities
 - (b) Prescribing disciplinary action
 - (c) Determining objectives
 - (d) Prescribing work schedule
6. Which of the following is right about authority?
- (a) Authority is informal
 - (b) Not to achieve organisational goal
 - (c) Here is existence of right
 - (d) Cannot be delegated
7. Which of the following is not said to be a features of coordination?
- (a) Managerial responsibility
 - (b) Provides different functions
 - (c) Relevant of group efforts
 - (d) Not a separate functions
8. Which among the following statement relating to leadership is false?
- (a) Leadership is a process of influence
 - (b) Leadership is goal oriented
 - (c) Leadership is bossism
 - (d) A leader must have followers
9. Which of the following statements is true with respect to controlling function?
- (a) It is forward looking function
 - (b) It is backward looking function
 - (c) Both (a) and (b)
 - (d) None of the above
10. What is the full form of TQM?
- (a) Total Quality Measurement
 - (b) Total Quantity Management
 - (c) Typical Quality Management
 - (d) Typical Quantity Management

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the important functions of management.

Or

- (b) How can social responsibility be made operational in an organization?

12. (a) What are the different types of plan? Explain.

Or

- (b) What do you understand by planning premises? How would you make premising effective?

13. (a) Write short notes on entrepreneuring and intrapreneuring.

Or

- (b) Define Decentralization. What are its benefits?

14. (a) Discuss the importance of coordination.

Or

- (b) Define leadership. What are its ingredients? Explain in detail.

15. (a) Give examples of how information technology has affected you.

Or

- (b) What do you understand by just in time inventory system? Explain.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Trace the development of management thought in the early stages.

Or

- (b) Describe the general principles of management as laid by Henry Fayol.

17. (a) Explain the concept of MBO. What are its benefits and weakness?

Or

- (b) Explain Modern approaches to decision making under uncertainty.

18. (a) Illustrate and evaluate departmentation by territory.

Or

- (b) Define organization culture. How does a leader influence organization culture?

19. (a) Compare and contrast the Maslow and Hertzberg theories of motivation.

Or

- (b) What are some problems in upward communication? What would you suggest for overcoming the difficulties?

20. (a) What do you understand by the principle of preventive control? Explain its advantages.

Or

- (b) Define productivity. What are the causes for productivity related problems?

C-5495

Sub. Code

92012

M.B.A. DEGREE EXAMINATION, APRIL 2025.

First Semester

Airline and Airport Management

ORGANIZATIONAL BEHAVIOUR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which one of the following is correct about Organization Behaviour?
 - (a) An interdisciplinary approach
 - (b) A humanistic approach
 - (c) Total system approach
 - (d) All of these
2. An individuals personality is determined by all the following except.
 - (a) Environment
 - (b) Heredity
 - (c) Situational factors
 - (d) Perceptual process
3. Which one is not a benefit to employee which results through positive attitude of an employee?
 - (a) Promotion
 - (b) Less stress
 - (c) Job security
 - (d) Enjoying life

4. Which component of attitude, which is visible and can be observed directly?
- (a) Behavioural (b) Cognitive
(c) Affective (d) Positive
5. Which of the following is true, in general, in reward to groups?
- (a) A group is characterised by the independence of its members
(b) A group typically lacks define roles and structure
(c) A group influences our emotional reactions
(d) An informal gathering cannot be considered a group
6. Which of the following represents the second action in the group development process of a temporary group?
- (a) Group direction is set
(b) Transition after half of the time taken up
(c) Inertia and slow progress
(d) The second phase of Inertia
7. Which of the following, is the first step in the organization Development process?
- (a) Diagnosis (b) Unfreezing
(c) Intervention (d) Refreezing
8. The subject of organization culture has been most influenced by which behavioural science, discipline
- (a) Anthropology (b) Psychology
(c) Social Psychology (d) Political Science
9. Which groups of people are more creative and innovative?
- (a) Homogenous (b) Multicultural
(c) Diversity (d) Heterogeneous

10. What is a mixture of people comprising of different caste creed educational background?
- (a) Population (b) Cross culture
(c) Diversity (d) Network

Part B

(5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) Explain the importance of organization behaviour.

Or

- (b) Briefly explain about personality and its types.

12. (a) How are attitudes formed? What are its characteristics and components?

Or

- (b) Enumerate on the factors influencing perception.

13. (a) State the causes and consequences of stress.

Or

- (b) Explain the levels of conflict in organization.

14. (a) Discuss the objectives and characteristics of organization development.

Or

- (b) What are the determinants of organization culture? Explain.

15. (a) How does Global Diversity impact organisational behaviour?

Or

- (b) Explain, how does the homogeneity of National culture influence organizational behaviour within a country.

Part C

(5 × 8 = 40)

Answer **all** the questions, choosing either (a) or (b).

16. (a) Discuss the challenges and opportunities in organizational behaviour.

Or

- (b) Explain the psycho analytic and social learning theory of personality.

17. (a) Explain the dimensions of Emotional Intelligence and describe how the knowledge in EI helps any Manager.

Or

- (b) Define Ethics. Describe the ethical behaviour expected by the stakeholders in the organizations.

18. (a) Review the typical stages in a team's life cycle.

Or

- (b) Explain in detail the various methods of group decision making.

19. (a) Describe the major reasons for organization politics.

Or

- (b) What do you mean by organisational culture? Why need for change is arises in organization?

20. (a) Explain the challenges of cultural diversity at international level.

Or

- (b) What are the key challenges associated with work force diversity and how can organizations effectively manage diversity in the workplace?

C-5496

Sub. Code

92013

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airlines and Airport Management

PRINCIPLES OF AVIATION MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is aviation called?
(a) air travel (b) civil aviation
(c) flight (d) all
2. Airport authority of India _____
(a) Public authority (b) Private authority
(c) Government (d) All
3. _____ Strategy is considered to be the best pricing strategy for airline industry.
(a) Value based pricing
(b) Lowest price
(c) Dynamic
(d) All

4. Airport master plan is a process to plan for the _____.
- (a) Slot
 - (b) Intermediate
 - (c) Long term development of airline
 - (d) All
5. Why are airports are so protected?
- (a) Airport and country
 - (b) Threatening events
 - (c) Assure the public safe
 - (d) All
6. What are the regulating body of aviation in India?
- (a) DGCA (b) AAI
 - (c) IAAI (d) BCAS
7. Commercial aviation Refers to the operation of airline from the passengers of _____.
- (a) Transport goods (b) Transport passengers
 - (c) Mails (d) All
8. FBO is an organisation to operate at the airport and provides
- (a) fully (b) hangaring
 - (c) parking (iv) all
9. Air traffic congestion arises when the demand of ATC _____.
- (a) Airport (b) Air route
 - (c) Terminal (d) All

10. All the world airports fall in to three categories

- (a) Level 1 (b) Level 2
- (c) Level 3 (d) All

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the four benefits of air transportation?

Or

(b) What are the major roles of AAI?

12. (a) What are the benefits of dynamic pricing?

Or

(b) What are the general goals and objectives by airport master plan?

13. (a) Which are the key aviation regulators?

Or

(b) What are the security risks and threats to civil aviation?

14. (a) List out the General Aviation categories.

Or

(b) What are the benefits of general aviation?

15. (a) Write short note on en-route congestion.

Or

(b) List out the ATC system division.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) What does the airline management do?

Or

- (b) What are the role of flight dispatcher?

17. (a) List out common 04 types of pricing strategies of airline.

Or

- (b) What are the types of code sharing and its advantages for passengers and airline?

18. (a) List out the wide variety of considerations for the airport site location.

Or

- (b) Discuss about the general framework for price regulation of airports.

19. (a) List out the 06 facts about the common aviation.

Or

- (b) Discuss about the airport categories.

20. (a) What are the provisions of air traffic service?

Or

- (b) Write short note on (i) Slot admission (ii) Slot allocate process.

C-5497

Sub. Code

92014

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airlines and Airport Management

AIRPORT ECONOMICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Facilities of modern airport _____.
 - (a) Runways
 - (b) Taxiways and Apron
 - (c) Runways and taxiways bridges
 - (d) All
2. Types of consumer behaviour _____.
 - (a) Complex buying (b) Habitual buying
 - (c) Variety seeking (d) All
3. Passengers flow refers to the amount of people through a transport system such as
 - (a) Airport (b) train station
 - (c) Bus terminal (d) All

4. Three types of airport planning —————.
- (a) Capacity (b) Master and rigid
(c) Airspace (d) All
5. What are the cutting-edge techniques of aviation industry —————.
- (a) IoTs (b) Robotics
(c) AT and MIL (d) All
6. Three major privatisation modes —————.
- (a) Contract management
(b) Long term lease
(c) Sale
(d) All
7. Airport tariff relates to —————.
- (a) Base service charges
(b) Landing fees
(c) Parking fees
(d) All
8. Typical breakdown of flight operating costs —————,
- (a) Crew (b) Fuel
(c) Maintenance (d) All
9. AAI is responsible for commercial airport infrastructure in India —————.
- (a) Creating (b) Upgrading
(c) Maintaining (d) All

10. Three main types of airport privatisation —————.
- (a) Outsourcing airport service
 - (b) Airport construction and lease agreements
 - (c) Complete diversion of airport ownership
 - (d) All

Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) What are the key contributions of air transport to the Indian economy?

Or

- (b) Write short note on threats faced by the aircraft industry.

12. (a) What are the benefits of passing flow management?

Or

- (b) List out the reasons for travel insurance policy will cover flight cancellations?

13. (a) What are the advantages of Hub and spoke?

Or

- (b) How to generate revenue from airport taxes and charges?

14. (a) Write short note on airport tariff?

Or

- (b) Write short note on Ground handling charges?

15. (a) Write the objectives of ICAO.

Or

- (b) List out the ownership and manager options for airports?

Part C

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b)

16. (a) Write the checklist for maximising aviation benefits.

Or

- (b) Explain about the types of airports.

17. (a) Discuss about the flight delay impact and challenges.

Or

- (b) Explain the factors affecting runway capacity.

18. (a) List out and explain the top trends in aviation.

Or

- (b) What are the difficulties and challenges for aviation sector in India?

19. (a) List out and describe the key components of airline industry pricing strategies?

Or

- (b) Discuss about the airport business plan.

20. (a) What are the best practice approach and tools for privatisation of airports?

Or

- (b) List out the factors of AERA of India.

C-5498

Sub. Code

92015A

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airline and Airport Management

AIRLINE FINANCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The main goal of yield management is to:
 - (a) Offer a high number of Revenue Passenger Miles (RPM)
 - (b) Offer a high number or Available Seat Miles (ASM)
 - (c) Maximize profit through a mix of fares
 - (d) Offer passengers the lowest possible fares
2. The 'Load Factor' is:
 - (a) The total number of passengers booked on a flight
 - (b) The total number of available seats on a flight
 - (c) The ratio of available seat miles and revenue passenger miles
 - (d) The sum of available seat miles and revenue passenger miles

3. Which of the following are indicators of airline performance?
- (a) Load factor
 - (b) On-time performance statistics
 - (c) Revenue passenger miles
 - (d) All of the above
4. What does investment stand for?
- (a) Approximate increase in the national stocks
 - (b) The application of funds for the products and services employed for the production process
 - (c) Use of funds for the assets with the purpose to earn returns
 - (d) Applying money to buy a flat or a house
5. The ultimate concern of Financial Management is:
- (a) to arrange the funds
 - (b) effective management of all the business
 - (c) receiving the maximum profit
 - (d) to acquire and utilize every aspect of financial resources in order to maintain the firm activities
6. The finance manager's role is to:
- (a) ensures that the funds are properly utilized
 - (b) maintains the financial health
 - (c) effective supervision of capital
 - (d) obtains capital assets of the organization

7. In the share market, the market value of any share is decided by:
- (a) shareholders
 - (b) the government
 - (c) investment market
 - (d) the respective companies
8. The ultimate purpose of financial management is:
- (a) to get a maximum return
 - (b) to increase the wealth of owners
 - (c) to have a maximum risk factor
 - (d) to get a maximum profit
9. What is Capital Budgeting related to?
- (a) short term assets
 - (b) long term assets
 - (c) long term as well as short term assets
 - (d) fixed assets
10. Scheduled airlines are defined by offering:
- (a) Rentals of planes for specific purposes
 - (b) Air links according to a published schedule
 - (c) Only point-to-point services
 - (d) Ad-hoc charter services

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Briefly explain the functions of financial manager.

Or

- (b) Mention the assets and liabilities of airline.

12. (a) Briefly explain the merits and demerits of equity shares.

Or

- (b) Explain the benefits of preference shares.

13. (a) Mention the types of capital budgeting techniques.

Or

- (b) Explain the tangible and intangible assets of airline.

14. (a) Mention the features of aircraft leasing.

Or

- (b) Distinguish between financial lease and operating lease.

15. (a) Distinguish between of mergers and acquisitions.

Or

- (b) Briefly explain the concept Zero base budgeting.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Describe the different types of ratio analysis.

Or

- (b) Enumerate the income and expenditure of airlines.

17. (a) Explain various types of preference shares.

Or

- (b) Enumerate the concept working capital financing.

18. (a) Describe various institutions involved in airline finance.

Or

- (b) Explain various capital budgeting technique.

19. (a) Explain in detail about credit rating agencies.

Or

- (b) Enumerate the types of aircraft leasing.

20. (a) Explain the concepts mergers and acquisitions in detail.

Or

- (b) Narrate the types of budget.
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C-5499

Sub. Code

92015B

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airline and Airport Management

STATISTICAL METHODS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. A frequency distribution can be _____.
(a) Qualitative (b) Discrete
(c) Continuous (d) Both (b) and (c)
2. Economic trade-off is referred to as _____.
(a) Opportunity cost
(b) Marginal Benefit
(c) Supply and demand
(d) None of the above
3. The number of observations in a particular class is called:
(a) Frequency
(b) Class mark
(c) Width of the class
(d) None of the above

4. The median always
- (a) The most frequently occurring score in a data sheet
 - (b) The middle score when results are ranked in order of magnitude
 - (c) The same as the mean
 - (d) Difference between the maximum and minimum scores
5. In binomial distribution, successive trials are —————.
- (a) Mutually exclusive
 - (b) Dependent
 - (c) Independent
 - (d) Equally Likely
6. Normally distributed data are normally referred to as
- (a) Bell-shaped
 - (b) Asymmetrical
 - (c) Skewed
 - (d) Peaked
7. Index number is a type of —————.
- (a) Average
 - (b) Dispersion
 - (c) Correlation
 - (d) None of the above
8. A fire in a factory delaying production for some weeks is
- (a) Secular Trend
 - (b) Cyclical Trend
 - (c) Irregular Trend
 - (d) Seasonal Trend

9. Which statistical test is used to identify whether there is a relationship between two categorical variables?
- Student's t-test
 - Spearman's correlation test
 - Pearson's Chi-square test
 - Mann-Whitney test
10. What is the correct decision in a hypothesis if the data produce a t-statistic that is in the critical region?
- Reject H_0
 - Fail to reject H_0
 - Reject H_1
 - Fail to reject H_1

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the concept of trade off.

Or

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

12. (a) Distinguish between Correlation and Regression Analysis.

Or

- (b) Find the mode of the following series.

C.I.	0-10	10-20	20-30	30-40	40-50	50-60	60-70
F	5	7	12	28	20	10	5

13. (a) Describe the properties of normal distribution curve.

Or

- (b) Binomial distribution with parameters $n = 5$, $p = 0.3$. Find the Probabilities of getting.
- Atleast 3 success
 - Atmost 3 success
 - Exactly 3 failures
14. (a) What do you mean by time series analysis? How is it useful for decision making?

Or

- (b) What are the importance's of measuring Consumer price index?
15. (a) Explain the standard error to estimate hypothesis.

Or

- (b) Constants of χ^2 distributions – Explain.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

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

Or

- (b) Explain about Statistical enquiries. What are the functions of statistics?

17. (a) Explain in detail about the reporting of central tendency in the research work.

Or

- (b) Obtain rank correlation coefficient for the following data.

X	68	64	74	50	64	80	74	40	55	64
Y	62	58	67	45	81	60	67	48	50	70

18. (a) You note that your officer is happy on 60% cases of your calls. You have also noticed that if he is happy, he accedes your request with a probability of 0.4, whereas if he is not happy he accedes to your request with a probability of 0.1. You call on him one day and he accedes to your request. What is the probability of his being happy?

Or

- (b) The number of accidents in a year attributed to taxi drivers in a city as follows a Poisson distribution with mean equal to 3 out of 1000 taxi drivers. Find approximately the number of drivers with

- No accident in a year
- More than 3 accidents in a year
- More than 2 accidents in a year

19. (a) Write notes on Components of time series. And also explain the mathematical models used in time series.

Or

- (b) Describe about various mathematical test to check whether the given index number is good or not?

20. (a) Compare and contrast the methods and uses of Single and Two tailed test in detail.

Or

- (b) In a hospital 480 female and 520 male babies were born in a week. Do these figures confirm the hypothesis that males and females are born in equal numbers?
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C-5500

Sub. Code

92016A

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airline and Airport Management

EXECUTIVE COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. In this type of _____, the information originates from one source by spreads randomly.
 - (a) Single strand chain
 - (b) Gossip chain
 - (c) Probability chain
 - (d) Cluster chain
2. _____ Communication is also known as horizontal communication.
 - (a) External
 - (b) Downward
 - (c) Grapevine
 - (d) Lateral
3. Business letter must possess the quality of _____.
 - (a) coherence
 - (b) incompleteness
 - (c) faultiness
 - (d) jargons

4. A _____ letter is written to promote the products or services of a company.
- (a) Collection (b) Complaint
(c) Sales Promotion (d) Enquiry
5. _____ is used to provide supporting documentation for key components in your business plan.
- (a) Index (b) Draft
(c) Bibliography (d) Appendix
6. Statutory report is _____.
- (a) An informal Report
(b) Not having legal sanction
(c) Always a statistical report
(d) Formal Report
7. Gesture is an example for
- (a) Body language (b) Grammar
(c) Speeches (d) Written
8. Face to Face communication is a _____.
- (a) visual communication
(b) direct conversation
(c) oral communication
(d) written
9. _____ is a communication which contains the decision of the meeting.
- (a) Amendment (b) Resolution
(c) Debate (d) Minutes

10. An Agenda is prepared in connection with _____
- (a) Meeting (b) Business tours
- (c) Exhibition (d) Personal notes

Part B (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Compare and contrast upward communication and downward communication.

Or

- (b) What are the types of Grapevine Communication?

12. (a) Draft the layout of a business letter and explain its parts.

Or

- (b) Give an illustration for customer complaint letter.

13. (a) What are the merits of technical reports?

Or

- (b) Narrate need and usefulness of Report writing.

14. (a) What is meant by telephone etiquette? Give guidelines for effective telephonic conversation.

Or

- (b) Explain the Importance of Face to face communication.

15. (a) Explain the evaluation of oral presentation.

Or

- (b) Enumerate the duties and responsibilities of chairman of a meeting.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Define Communication. Explain and its types.

Or

- (b) What are barriers to communication? Suggest measures to overcome the barriers.

17. (a) Assume yourself as operations manager of a leading Airways organization. You have few corporate clients and these clients used to send their executives in your Airways in credit and every month they will pay your bills. One such client has not paid your bills for the past two months. You are requested to write a letter to your client for receiving the past dues. How will you write?

Or

- (b) Explain the functions and essentials of a business letters.

18. (a) What is a report? State the main points to be considered in drafting a report.

Or

- (b) Explain short reports VS long reports.

19. (a) Explain the importance of Body language in communication.

Or

- (b) Suggest methods of making Dyadic communication effective.

20. (a) Explain Seminar and webinar in detail and why it has to be conducted in Regular intervals in organization.

Or

- (b) Explain the procedure of regulating speech.

C-5501

Sub. Code

92016B

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airline and Airport Management

MANAGEMENT INFORMATION SYSTEMS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not the goal of management information systems?
 - (a) Assist in the decision making
 - (b) Recruitment of people in the organization
 - (c) Providing necessary information at all levels of management
 - (d) Facilitate the decision-making process.
2. Basic components of D.S.S is _____.
 - (a) Database
 - (b) The application software of D.S.S
 - (c) Model
 - (d) All of these

3. Which of the following is not the essential characteristic of information quality?
- (a) Unbiased
 - (b) Reliable
 - (c) Ambiguous
 - (d) Accurate
4. B2B stands for
- (a) Business to Buyers
 - (b) Business to Business
 - (c) Buyers to buyers
 - (d) None of the above
5. Which among the following are the primary characteristics which must be processed by information?
- (a) Availability
 - (b) Timeliness
 - (c) Accuracy
 - (d) All of these
6. Which one is the organization backbone?
- (a) Information
 - (b) People
 - (c) Management
 - (d) Capital

7. An M.I.S information comes from
- (a) Internal source
 - (b) External source
 - (c) Both internal and external sources
 - (d) None of these
8. E.D.I. stands for _____.
- (a) Electronic Device Interface
 - (b) Electronic Digital Intelligence
 - (c) Electronic Dial Interchange
 - (d) Electronic Data Interchange
9. In a _____ network, a client and another server work together to process the application.
- (a) Client-server computing
 - (b) Mobile computing
 - (c) Cloud computing
 - (d) All of these
10. Which of the following is not included in a Transaction Processing System?
- (a) Input
 - (b) Process
 - (c) Output
 - (d) Feedback

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the major roles of M.I.S?

Or

- (b) Briefly explain the various ways in which artificial intelligence is used in business.

12. (a) Elaborate on the challenges of managing global information technology.

Or

- (b) Describe the various attributes that influence the quality of information in managing information resources.

13. (a) What is media convergence? Explain its various types.

Or

- (b) What is B2C transactions? Explain the applications of the B2C model of e-commerce.

14. (a) Explain the three phases of the mercantile model from the merchant perspective.

Or

- (b) Discuss personal finance and home banking management.

15. (a) What is EDI? What are its advantages?

Or

- (b) What is a digital signature? What are its advantages? Explain briefly.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) What is T.P.S? What are the features, types, and components of T.P.S?

Or

- (b) Explain the various issues and challenges of information technology.

17. (a) What is computer crime? Explain the various forms of computer crime has a challenge that affects our society.

Or

- (b) Explain the security and ethical challenges in managing IT.

18. (a) What is client-server system architecture? Explain using a diagram.

Or

- (b) What is E-Commerce architecture? Explain its layers with a diagram and the various components that are involved in it.

19. (a) Explain the various consumer-oriented applications in e-commerce.

Or

- (b) Explain the mercantile model from the consumer perspective with a neat diagram.

20. (a) Explain the various applications of EDI in business.

Or

(b) What is a digital signature? How does it work? State and explain its advantages and disadvantages.

C-5502

Sub. Code

92021

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Airline and Airport Management

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is one of the primary roles of Human Resource Management (HRM) in an organization?
 - (a) To manage the company's financial investments
 - (b) To oversee the production processes
 - (c) To recruit, train, and develop employees
 - (d) To handle the organization's marketing strategies
2. What is the primary objective of manpower planning in human resource management?
 - (a) To maximize employee salaries
 - (b) To align workforce requirements with organizational goals
 - (c) To increase the number of job applicants
 - (d) To reduce employee turnover

3. What is the primary purpose of job evaluation in HRM?
 - (a) To determine the compensation and benefits for employees
 - (b) To assess employee performance
 - (c) To recruit new employees
 - (d) To design training programs
4. What is the primary focus of the “Workload Analysis” method in manpower estimation?
 - (a) Analysing employee satisfaction
 - (b) Estimating future workload and determining the number of employees needed
 - (c) Identifying skills gaps
 - (d) Forecasting employee turnover
5. What is the primary objective of manpower training in an organization?
 - (a) To increase the number of employees
 - (b) To enhance employee skills and performance
 - (c) To improve organizational structure
 - (d) To reduce operational costs
6. What is the primary purpose of an employee transfer?
 - (a) To terminate the employee’s contract
 - (b) To relocate an employee to a different department or location
 - (c) To increase the employee’s salary
 - (d) To change the employee’s job title

7. What is the primary difference between wages and salary?
- (a) Wages are paid monthly, while salaries are paid hourly
 - (b) Wages are typically paid on an hourly basis, while salaries are paid on a fixed monthly basis
 - (c) Wages are paid annually, while salaries are paid weekly
 - (d) Wages are variable, while salaries are always fixed
8. What is the primary purpose of employee benefits?
- (a) To increase employee turnover
 - (b) To reduce employee productivity
 - (c) To enhance employee satisfaction and retention
 - (d) To comply with labour laws
9. What is a common cause of burnout in employees?
- (a) Clear job expectations
 - (b) High levels of autonomy
 - (c) Excessive workload and long hours
 - (d) Opportunities for professional development
10. Which of the following is a common method used by management to resolve industrial conflicts?
- (a) Mediation
 - (b) Legal action
 - (c) Employee dismissal
 - (d) Collective bargaining

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain line and staff functions of FIRM.

Or

- (b) Discuss the various objectives of Man Power Planning.

12. (a) What are the different components of Job Analysis?

Or

- (b) Discuss the purpose of job design.

13. (a) Explain the types of training with advantages and disadvantages.

Or

- (b) Describe the purposes, types, benefits & problems and the items contained in a systematic transfer policy and the basis of promotion.

14. (a) Discuss the components of Remuneration.

Or

- (b) Discuss the monetary and non-monetary incentives.

15. (a) Discuss the objectives and functions of trade union in India.

Or

- (b) Explain the significance/importance of Collective Bargaining.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss the various challenges of HRM.

Or

- (b) “Human resource management is a proactive approach and personnel management is a relative approach to perform the same set of function related to managing human resource”- Do you agree with this statement.

17. (a) Discuss in detail the steps involved in selection process.

Or

- (b) What are the different sources of Recruitment? Explain each source by giving its merits and demerits.

18. (a) Explain various approaches to management development and how do you select right approach.

Or

- (b) Discuss various performance appraisal techniques suitable today to compare employees of your organisation working in various parts of globe.

19. (a) Explain the principles and techniques of employee compensation.

Or

- (b) What are fringe benefits? Explain the different kinds of fringe benefits.
20. (a) Define Grievances. What are the forms, causes and effects of grievances?

Or

- (b) Explain the causes for industrial disputes and the ways of resolving them.
-

C-5503

Sub. Code

92022

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Airlines and Airport Management

STRATEGIC AIRPORT PLANNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The airport planning involves _____ planning and design of
 - (a) Terminal
 - (b) Runways
 - (c) Ancillary facilities
 - (d) All
2. The economic impact ranging from the _____.
 - (a) Direct employment
 - (b) Tourists
 - (c) Related industries
 - (d) All
3. Three main types of airline business models _____.
 - (a) full-service carrier
 - (b) low-cost carrier
 - (c) regional carrier
 - (d) all
4. Revenue Generation methods for airports _____.
 - (a) duty from shop
 - (b) restaurants
 - (c) cafes
 - (d) all

5. A systematic process creates a guideline for airport development that _____ meets.
- (a) Local
 - (b) State
 - (c) National goals
 - (d) All
6. The aircraft wing span decides _____.
- (a) width of the runway
 - (b) clearance between two parallel ways
 - (c) size of apron and hangar
 - (d) all
7. Skill required for airport manager _____.
- (a) interpersonal communication
 - (b) conflict resolution
 - (c) leadership
 - (d) all
8. Three types of airfields _____.
- (a) grass airfield
 - (b) triangular pattern runway
 - (c) main instrument runway
 - (d) all
9. The airport terminal used for _____.
- (a) passenger transfer between ground transportation
 - (b) allow them to board
 - (c) disembark from the aircraft
 - (d) all
10. Environmental impacts of airport _____.
- (a) emission from aircraft
 - (b) emission from ground vehicle
 - (c) power use in building
 - (d) all

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the factors do you consider in the planning of an airport?

Or

- (b) List out the steps involved in airport planning process?

12. (a) What are the strategies to increase non aeronautical revenue?

Or

- (b) How does airport business works and its types?

13. (a) Write the purpose of airport system planning process?

Or

- (b) List out the stakeholders of airport planning?

14. (a) What is airport diagram and its significance?

Or

- (b) Write the role of apron in airport?

15. (a) What are the purpose of airport codes?

Or

- (b) List out the air traffic control system divisions?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss about the airport layout plans.

Or

- (b) Discuss about the proposed steps and key activities undertaken during master planning.

17. (a) Discuss about the socio-economic implications of airport planning?

Or

- (b) What are the conditions for conducting sales activities within the airport?

18. (a) Discuss about the role of metropolitan airport planning?

Or

- (b) Explain the forecast techniques of airport planning?

19. (a) List out the role and responsibilities of airport manager.

Or

- (b) Briefly explain the typical airport organisational chart?

20. (a) List out the commonly used technologies and systems in air traffic management?

Or

- (b) Discuss about the airport impact in terms of air pollution sources?

C-5504

Sub. Code

92023

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Airline and Airport Management

AIRLINE AND AIRPORT MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary goal of market segmentation?
 - (a) To create new product lines
 - (b) To identify and target specific groups of consumers with tailored marketing strategies
 - (c) To reduce production costs
 - (d) To standardize pricing across all markets
2. Which of the following is NOT one of Porter's Five Forces?
 - (a) Threat of new entrants
 - (b) Bargaining power of buyers
 - (c) Competitive rivalry
 - (d) Technological advancements

3. What does fleet management primarily involve for an airline?
 - (a) Determining the price of tickets
 - (b) Scheduling flights and routes
 - (c) Overseeing the maintenance and utilization of aircraft
 - (d) Managing customer service operations
4. What is the primary goal of revenue management in the airline industry?
 - (a) To increase the number of flights
 - (b) To maximize revenue by selling the right product to the right customer at the right time
 - (c) To standardize pricing across all routes
 - (d) To reduce operational costs
5. What is a common benefit for airlines that effectively use relationship marketing?
 - (a) Increased operational costs
 - (b) Higher customer retention rates
 - (c) Reduced number of flight routes
 - (d) Lower employee satisfaction
6. Which of the following is a common strategy for airlines to strengthen their brand?
 - (a) Expanding their fleet size
 - (b) Offering frequent flyer programs
 - (c) Increasing airport fees
 - (d) Limiting flight routes

7. Who are the primary actors in the airport transport value chain?
 - (a) Passengers and travel agents
 - (b) Airlines, ground handlers, and airport authorities
 - (c) Aircraft manufacturers and fuel suppliers
 - (d) Tour operators and hotel chains
8. What factors influence a passenger's choice of airport?
 - (a) Airport location, amenities, and flight options
 - (b) Aircraft seating arrangements
 - (c) In-flight entertainment systems
 - (d) Airline meal quality
9. Which of the following is a characteristic of low-cost airports?
 - (a) High-end luxury amenities
 - (b) Extensive international connections
 - (c) Focus on minimizing costs and offering basic services
 - (d) Large-scale terminal buildings
10. What is the primary role of airport concessionaries?
 - (a) Manage air traffic control
 - (b) Operate retail and food services within the airport
 - (c) Handle aircraft maintenance
 - (d) Schedule flight operations

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) How do airlines adapt their marketing mix in response to changes in consumer behaviour and market conditions?

Or

- (b) What are some examples of major airline alliances?

12. (a) Briefly describe each of the four distinct stages of the product life cycle.

Or

- (b) What are the main advantages of the Shuttle concept for passengers and airlines?

13. (a) What are “Super Profits,” and how do they relate to control over distribution channels?

Or

- (b) Should airlines invest in developing new brands or buying existing ones? Why?

14. (a) Explain in detail about Airport transport value chain.

Or

- (b) Discuss the traditional value proposition of airport enterprises.

15. (a) What are the new paradigms for the airport enterprise business?

Or

- (b) How do airport loyalty schemes benefit frequent travellers?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) What role do environmental factors play in a PESTE analysis, and how can they impact airline industry practices and regulations?

Or

- (b) Explain the potential benefits of using a focus strategy?

17. (a) What considerations are important when selecting freighter aircraft?

Or

- (b) Discuss the different types of pricing policies adopted by airlines.

18. (a) Explain the distribution channel strategies adopted by airlines in their service.

Or

- (b) What types of objectives can advertising help achieve for airlines?

19. (a) Explain the Strategic Business Units (SBUs) of airport enterprises.

Or

- (b) What should be considered when identifying partners for airport development?
20. (a) How can benchmarking be used to improve the airline passenger experience?

Or

- (b) What makes London Airport a model example of excellence in airport management?
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C-5505

Sub. Code

92024

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Airlines and Airport Management

AIR TRAFFIC CONTROL

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. How do you measure human errors _____.
 - (a) task analysis
 - (b) error identification
 - (c) error quantification
 - (d) all
2. Various performance levels _____.
 - (a) skill based (b) rule based
 - (c) knowledge based (d) all
3. Situational awareness and decision making having three levels of comprehension _____.
 - (a) level 1 (b) level 2
 - (c) Level C (d) all
4. The range of human attributes identified as ATC selection are _____.
 - (a) high motivation (b) spatial ability
 - (c) tolerance of stress (d) all

5. Most commonly to partial communication breakdown are _____.
- (a) Airborne
 - (b) sleeping
 - (c) struck microphone selector
 - (d) all
6. Important points observe while crossing runway during taxi _____.
- (a) use the airport diagram
 - (b) known where you are
 - (c) know when you are air
 - (d) all
7. CNS information structure are _____.
- (a) for air traffic management
 - (b) ensure that air traffic is safe
 - (c) ensure the air traffic efficient
 - (d) all
8. Role of radar _____.
- (a) to collision avoidance
 - (b) alerting pilot
 - (c) to take present action
 - (d) all
9. The phase of stress in ATM _____.
- (a) alarm phase
 - (b) adaption phase
 - (c) exhaustion phase
 - (d) all

10. Stress and emotion can present with respiratory symptoms such as _____.
(a) shortness of breath
(b) rapid breathing
(c) lungs constricts
(d) all

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the Sources of threat for air traffic control?

Or

- (b) Write short note on human performances in air traffic management?

12. (a) What are the types of sensory memory?

Or

- (b) List out the factors influencing the collective decision-making process?

13. (a) Write short note on importance of communication skills in ATC?

Or

- (b) Write short note on “assist” principles followed in radio communication frequency?

14. (a) What are the ATM requirements for CNS?

Or

- (b) What is radar and its functions and its types?

15. (a) List out the methods of reducing stress factors for ATC?

Or

- (b) Write short note on circadian rhythms?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) How do human performance concepts apply to the ATC?

Or

- (b) Explain the modelling of different types of behaviour?

17. (a) Explain about the Cognitive processes in ATC?

Or

- (b) List out and explain the types of sensory memory?

18. (a) Discuss about the radio frequency challenges in ATC communication?

Or

- (b) Discuss about the prevention of stress for ATC.

19. (a) Discuss about the ATC radar beacon system?

Or

- (b) Explain the use of radar in the approach control system?

20. (a) Discuss about the stress in air traffic management?

Or

- (b) Describe the main consequences of stress for air traffic control.

C-5506

Sub. Code

92025A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Airline and Airport Management

AVIATION INDUSTRY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. Which factor has been a major driver of growth in the aviation industry?
 - (a) Increase in road transportation
 - (b) Growth in global tourism
 - (c) Decline in fuel prices
 - (d) Decrease in air travel demand
2. Which organization is responsible for regulating commercial aviation in India?
 - (a) Federal Aviation Administration (FAA)
 - (b) International Civil Aviation Organization (ICAO)
 - (c) Directorate General of Civil Aviation (DGCA)
 - (d) European Union Aviation Safety Agency (EASA)

3. Which entity is responsible for regulating international air transport and setting global standards?
- (a) International Air Transport Association (IATA)
 - (b) Federal Aviation Administration (FAA)
 - (c) National Aviation Authorities
 - (d) European Union Aviation Safety Agency (EASA)
4. Which of the following best describes a domestic passenger terminal?
- (a) A terminal handling international flights and customs
 - (b) A terminal managing domestic flights within a country
 - (c) A facility dedicated to military aircraft operations
 - (d) A terminal exclusively for cargo operations
5. What is the primary purpose of the terminal layout in an airport?
- (a) To maximize retail space
 - (b) To facilitate passenger flow and ensure efficient operations
 - (c) To enhance the aesthetic appeal of the airport
 - (d) To provide space for aircraft maintenance
6. Which of the following is a key responsibility of airport security personnel?
- (a) Providing customer service at check-in counters
 - (b) Ensuring that baggage is correctly tagged
 - (c) Screening passengers and their belongings for prohibited items
 - (d) Managing aircraft boarding processes

7. Which of the following is a critical aspect of airside safety?
- (a) Ensuring proper ticketing and check-in procedures
 - (b) Conducting regular maintenance of passenger lounges
 - (c) Maintaining clear communication and visibility between air traffic control and ground personnel
 - (d) Monitoring food and beverage services for passenger
8. What is the primary purpose of customs formalities at airports?
- (a) To provide passenger comfort
 - (b) To ensure aircraft safety
 - (c) To prevent the smuggling of prohibited goods
 - (d) To manage airport traffic
9. What is the purpose of troubleshooting issues in airport operations?
- (a) To find and fix problems that disrupt normal operations
 - (b) To increase flight prices
 - (c) To schedule additional flights
 - (d) To improve airport shopping options
10. What does a culture of safety in an airport environment emphasize?
- (a) Maximizing retail profits
 - (b) Prioritizing safety and risk management in all operations
 - (c) Increasing the number of flights
 - (d) Reducing the cost of airport operations

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the main types of aircraft used in commercial aviation, and how do their structures differ?

Or

- (b) Discuss the impact of Deregulation in the airline industry.

12. (a) What are the specific challenges in managing cargo operations at domestic versus international airports?

Or

- (b) Write short notes on world's major airports.

13. (a) What factors influence the selection of catering services for different airlines?

Or

- (b) Explain the standard procedures for assisting unaccompanied minors at an airport.

14. (a) What are the primary responsibilities of ramp services at an airport?

Or

- (b) How do flight information counters handle flight delays and cancellations?

15. (a) What are the key elements of an effective SOP for bomb threats at airports?

Or

- (b) How can airports improve situation awareness among staff and security personnel?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) What are the current trends and challenges in the aviation industry in India?

Or

- (b) Who are the leading aircraft manufacturers in the industry today and what are their major products?

17. (a) Explain about role and functions of ICAO.

Or

- (b) What are the primary functions and responsibilities of the Airport Authority of India(AAI)?

18. (a) What are the core responsibilities of airport management in ensuring smooth operations?

Or

- (b) How do airports manage the needs expectations of VIP and VVIP passengers during their visit?

19. (a) Explain in detail about the freight warehouse management.

Or

- (b) How do airports track and manage movement of baggage from check-in to delivery?

20. (a) What roles do different airport departments play in responding to a hijacking?

Or

- (b) Discuss the emerging trends and challenges in air safety management.
-

C-5507

Sub. Code

92026A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Airline and Airport Management

BUSINESS RESEARCH METHODS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the first step in identifying a research problem in business research?
 - (a) Reviewing the literature
 - (b) Formulating a hypothesis
 - (c) Defining the research objectives
 - (d) Identifying the problem area
2. Which of the following is NOT a criterion for a good sample design?
 - (a) Representativeness
 - (b) Cost-effectiveness
 - (c) Complexity
 - (d) Practicality
3. What type of research design is used to describe the current status of a phenomenon or to identify trends?
 - (a) Experimental Research
 - (b) Descriptive Research
 - (c) Exploratory Research
 - (d) Correlational Research

4. Which scale construction technique involves assigning numbers to items in such a way that order and distance between the numbers are meaningful?
- (a) Nominal scale (b) Ordinal scale
(c) Interval scale (d) Ratio scale
5. Which of the following is a tool for collecting data from existing records and databases?
- (a) Surveys (b) Secondary data analysis
(c) Focus groups (d) Experiments
6. What is the purpose of a “pre-test” or “pilot test” of a questionnaire?
- (a) To collect final data for analysis
(b) To evaluate the effectiveness and clarity of the questionnaire
(c) To determine the target sample size
(d) To finalize the research hypothesis
7. Which of the following is NOT a parametric test?
- (a) Independent samples t-test
(b) Paired samples t-test
(c) ANOVA
(d) Wilcoxon rank-sum test
8. What is the purpose of a significance test in business research?
- (a) To summarize data
(b) To determine the reliability of results
(c) To assess whether the observed data deviate significantly from the null hypothesis
(d) To describe the sample characteristics

9. Which element is crucial for a successful oral presentation?
- (a) Using complex jargon and technical terms
 - (b) Creating a visually appealing PowerPoint presentation
 - (c) Reading directly from the slides
 - (d) Avoiding audience interaction
10. What is the primary purpose of a bibliography in business research?
- (a) To list all the books in a library
 - (b) To provide a list of sources referenced in the research
 - (c) To summarize research findings
 - (d) To describe the research methodology used

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the research process in detail.
Or
(b) What are the methods of non-probability sampling? Explain its limitations.
12. (a) What are the major differences between descriptive and exploratory research designs?
Or
(b) Describe about the different scales.
13. (a) Enumerate the various methods of primary data collection.
Or
(b) Describe the process of data processing.
14. (a) Discuss the assumption made in non-parametric tests.
Or
(b) Write a short note on sign test.

15. (a) Discuss the layout of a research report covering all relevant points.

Or

- (b) Discuss bibliography and its importance in context of research report.

Part C

(5 × 8 = 40)

Answer **all** the questions, choosing either (a) or (b).

16. (a) What is the necessity of defining a research problem, explain with suitable example.

Or

- (b) Explain the features of scientific methods of research.

17. (a) Discuss in detail the procedure of hypothesis testing with example of one and two tailed test.

Or

- (b) Explain the steps in construction of a scale.

18. (a) Explain in detail the steps involved in designing a questionnaire.

Or

- (b) What are the multivariate techniques available for analysis of data?

19. (a) Explain Chi square test on sum test in detail along with their significance.

Or

- (b) Discuss the procedure involved in analysis of variance; tabulate the ANOVA table in both the one-way and the two-way classification.

20. (a) State the precautions in writing a research report.

Or

- (b) Discuss the various techniques of interpretation.

C-5508

Sub. Code

92027A

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Airlines and Airport Management

LOGISTICS AND AIR CARGO MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Value added services are in logistics _____ are
 - (a) Picking
 - (b) Packing
 - (c) Quality control
 - (d) All
2. The goal of logistic management is _____
 - (a) deliver to the right time and place
 - (b) right condition
 - (c) mileage cost
 - (d) all
3. E-commerce focusses on _____
 - (a) exchanging goods
 - (b) transfer
 - (c) cost efficient
 - (d) all

4. Warehouse is the process of _____
(a) Storing inventory for sale
(b) Management
(c) Sale
(d) All
5. Who pays for freight _____
(a) seller (b) manufacturer
(c) Broker (d) all
6. Types of packages are _____
(a) Primary (b) Secondary
(c) Transit (d) All
7. The biggest advantage of cargo is _____
(a) Speed (b) Cost
(c) Time (d) All
8. Air freight produces around _____ times more CO₂ than transport by shipping.
(a) 8 (b) 20
(c) 10 (d) All
9. Dock receipt is the receipt of proof of _____ the goods for shipment.
(a) Supplying (b) Distributing
(c) Receiving (d) All
10. The important purpose of ULD is
(a) To secure cargo during flight
(b) Moving cargo
(c) Storing
(d) All

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) List out seven logistics functions?

Or

- (b) What do mean by value added service and its basic forms?

12. (a) What re supply chain management best practices?

Or

- (b) What are the four major types of warehouses and its function?

13. (a) Write short note on factors that affect freight rate?

Or

- (b) What are the objectives of distribution logistics?

14. (a) Write short note on mail cargo?

Or

- (b) Write the different ways to improve air cargo effectively?

15. (a) What is the purpose of way bill and who is responsible for that?

Or

- (b) List out the different types of bills of lading?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Describe the function of top measures in supply chain management?

Or

- (b) Discuss about the role government in logistics?

17. (a) What do understand a supply chain management and its models?

Or

- (b) Discuss about the 04 dimensions of material handling and its importance?

18. (a) List out the factors that affect freight shipping costs?

Or

- (b) Discuss about the types of packaging in logistics.

19. (a) List out the types of air cargos.

Or

- (b) Discuss about the innovative techniques fit to transform the air cargo.

20. (a) Discuss about the loading and unloading of containers.

Or

- (b) List out the steps for obtaining a certificate of origin and its items of contents.

C-5509

Sub. Code

92031

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airlines and Airport Management

BUSINESS ETHICS AND CSR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Business ethics deals primarily with
 - (a) Social responsibility
 - (b) The pricing of products and services
 - (c) Moral obligation
 - (d) Being unfair to the competition
2. Ethics are important because
 - (a) Suppliers prefer to deal with ethical companies
 - (b) Customers prefer to deal with ethical companies
 - (c) Employees prefer to deal with ethical companies
 - (d) All of the choices

3. Unethical behavior is often triggered by
- (a) Pressure from higher management to achieve goals
 - (b) An organizational atmosphere that condones such behavior
 - (c) Both (a) and (b)
 - (d) A system of checks and balances
4. Which of the following are true?
- (i) Ethical dilemmas arise when it is thought that serious good and bad are bound together in the same activity.
 - (ii) Ethics uses the instrument of coercion to oblige its subjects.
 - (iii) Ethical behavior is dependent on the conditions and circumstances under which an action/event takes place.
 - (iv) Codes of Conduct form a part of ethical training.
- (a) (i) and (iii)
 - (b) (i), (iii) and (iv)
 - (c) (i), (ii) and (iii)
 - (d) (ii), (iii) and (iv)
5. If you don't have, you can really get in trouble for lying, cheating or deceiving others.
- (a) Communication
 - (b) Cooperation
 - (c) Honesty
 - (d) Integrity

6. Values and ethics shape the
- (a) Corporate unity
 - (b) Corporate discipline
 - (c) Corporate culture
 - (d) Corporate differences
7. Which of the following factors encourage good ethics in the workplace?
- (a) Transparency
 - (b) Fair treatment to the employees of all levels
 - (c) Both (a) and (b)
 - (d) Bribe
8. Which of the following is an example of a value?
- (a) Justice
 - (b) Happiness
 - (c) Security
 - (d) All of the above
9. Stress management is about learning
- (a) How to avoid the pressures of life
 - (b) How to develop skills that would enhance our body's adjustment when we are subjected to the pressures of life
 - (c) Both (a) and (b) are true
 - (d) None of the above
10. Which of the following statements is true about stress management?
- (a) Stress management is learning about the connection between mind and body
 - (b) Stress management helps us control our health in a positive sense
 - (c) Stress management teaches us to avoid all kinds of stress
 - (d) Only (a) and (b) are right

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write about the need for Business ethics in business.

Or

- (b) List out the guidelines for developing code of ethics.

12. (a) Explain the importance of Corporate governance.

Or

- (b) Brief about the ethics to be followed in IT.

13. (a) Explain about the models for implementing in CSR in business.

Or

- (b) Explain the impact of CSR towards Employees.

14. (a) List out the ethical values need to be implemented in business.

Or

- (b) Explain the role of NGO in CSR.

15. (a) Impact of environmental concerns with regard to CSR- Brief out.

Or

- (b) Elaborate in brief about clause 49.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Write about the Gandhi's doctrine of Satya and Ahimsa.

Or

- (b) Ethics in Marketing- Detail analysis with suitable case study.

17. (a) Discuss about the Drivers of CSR in Business.

Or

- (b) Explain about the protection of stake holders in business.

18. (a) Discuss in brief about the role of SEBI in business.

Or

- (b) Explain about the future CSR practices that can be implemented in Business.

19. (a) Write in detail about the Prestigious awards for CSR in India.

Or

- (b) Explain the factors influencing CSR Policy.

20. (a) Explain the Triple Bottom line in Business in detail.

Or

(b) Write about the role of Indian corporation in implementing CSR.

C-5510

Sub. Code

92032

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airlines and Airport Management

AVIATION RULES AND REGULATIONS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of the Indian Aircraft Act, 1934?
 - (a) To regulate the manufacturing of aircraft in India
 - (b) To provide guidelines for the operation of commercial airlines
 - (c) To regulate the possession, manufacture, and use of aircraft in India
 - (d) To establish licensing requirements for pilots and crew members
2. Which authority is primarily responsible for enforcing the Indian Aircraft Rules, 1937?
 - (a) Ministry of Defense
 - (b) Directorate General of Civil Aviation (DGCA)
 - (c) Indian Air Force
 - (d) Ministry of Civil Aviation

3. What is the purpose of a Supplemental Type Certificate (STC)?
 - (a) To certify aircraft for international flights
 - (b) To validate pilot licenses
 - (c) To approve major modifications or alterations to aircraft
 - (d) To regulate airport operations
4. What is the purpose of a Restricted Type Certificate (RTC) for an aircraft?
 - (a) To certify the aircraft for international operations
 - (b) To limit the aircraft's operational capabilities
 - (c) To certify experimental aircraft
 - (d) To authorize pilot training
5. What does CAR 145 regulate?
 - (a) Pilot licensing
 - (b) Air traffic control procedures
 - (c) Aircraft maintenance organizations
 - (d) Airport security measures
6. What is the primary purpose of CAR M?
 - (a) To regulate aircraft manufacturing
 - (b) To establish guidelines for airport operations
 - (c) To ensure compliance with airspace regulations
 - (d) To ensure safe and reliable aircraft maintenance practices

7. What does an Aero Mobile License regulate?
- (a) Airline operations
 - (b) Use of mobile phones and electronic devices on aircraft
 - (c) Pilot qualifications
 - (d) Airport security measures
8. What does an Aerodrome License regulate?
- (a) Pilot licensing
 - (b) Airport operations and safety
 - (c) Aircraft manufacturing
 - (d) Air traffic control procedures
9. When is a Minimum Equipment List (MEL) used?
- (a) To schedule aircraft maintenance
 - (b) To determine flight routes
 - (c) To ensure pilot training compliance
 - (d) To allow operation with certain equipment temporarily inoperative
10. Which factor primarily influences the seating layout in commercial aircraft?
- (a) Airline's branding
 - (b) Passenger preferences
 - (c) Aircraft size and configuration
 - (d) Pilot's requirements

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain in detail about Aeronautical information circular.

Or

- (b) Explain in detail about the need to preserve the log books for an aircraft.

12. (a) Explain in detail about restricted type certificate (RTC).

Or

- (b) Briefly explain the relationship hard worthiness review certificate with C of A.

13. (a) Explain in detail about CAR-145.

Or

- (b) Explain the need for a safety management system in an organization.

14. (a) Explain aircraft incident and accident briefly.

Or

- (b) Explain in detail about Arrow mobile license.

15. (a) How the exit row seating in passenger aircraft is designed? Why? Explain.

Or

- (b) Explain briefly about minimum equipment list.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain in detail about introduction of Indian aircraft act 1934 and aircraft rules 1937.

Or

- (b) Explain in detail about a worthiness advisory circular (AAC).

17. (a) Explain in detail about type certificate and its revalidation.

Or

- (b) Explain the procedure of registration for change of ownership, registration fees and cancellation of C of R.

18. (a) Explain the approval of organization and its renewal procedure elaborately.

Or

- (b) Explain in detail about the certificate relating to maintenance and fitness for flights.

19. (a) Explain in detail about licensing of aircraft maintenance engineers.

Or

- (b) Explain in detail about RTR license in aircrafts.

20. (a) How does the evaluation of test flight data be conducted? Explain.

Or

- (b) What are the eligibility criteria to be a pilot? Justify the need of those criteria.

C-5511

Sub. Code

92033

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airlines and Airport Management

AIRPORT OPERATIONS MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What are considered hard skills for a Station Manager?
 - (a) Communication and leadership
 - (b) Problem-solving and decision-making
 - (c) Teamwork and collaboration
 - (d) Emotional intelligence and empathy
2. In emergency planning, what does ERP stand for?
 - (a) Emergency Response Protocol
 - (b) Event Response Plan
 - (c) Emergency Recovery Plan
 - (d) Emergency Response Plan
3. What is CUTE used for in passenger handling operations?
 - (a) Customized Terminal Equipment
 - (b) Common Use Terminal Equipment
 - (c) Centralized User Ticketing Experience
 - (d) Customer Use Ticketing Equipment

4. Which group of passengers requires special handling due to their medical condition?
 - (a) Business travelers
 - (b) Senior citizens
 - (c) Physically challenged individuals
 - (d) VIP passengers
5. What does IATA recommend for improving baggage handling efficiency?
 - (a) Centralized baggage tracking
 - (b) Increased baggage fees
 - (c) Reduced baggage allowances
 - (d) Enhanced baggage security checks
6. What is the primary purpose of a baggage tag number?
 - (a) Passenger identification
 - (b) Baggage weight determination
 - (c) Baggage tracking and reconciliation
 - (d) Customs clearance documentation
7. What is a critical aspect of food hygiene in airline catering?
 - (a) Passenger satisfaction surveys
 - (b) In-flight entertainment options
 - (c) Food preparation standards
 - (d) Aircraft seating arrangements
8. What role does ramp security play in airline catering operations?
 - (a) Ensuring passenger safety during boarding
 - (b) Preventing unauthorized access to catering facilities
 - (c) Managing in-flight meal delivery schedules
 - (d) Training flight attendants in food service protocols
9. What is the purpose of personal protective equipment (PPE) at the airside?
 - (a) Enhancing passenger comfort
 - (b) Ensuring operational efficiency
 - (c) Protecting staff from safety hazards
 - (d) Improving aircraft turnaround times

10. Which emergency situation is covered under airport fire training programs?
- (a) Medical emergencies
 - (b) Aircraft refueling accidents
 - (c) Baggage handling delays
 - (d) Fire outbreaks on the airside

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain about the AOC.

Or

- (b) Explain about ERPs and contingency planning.

12. (a) Explain about Baggage labelling.

Or

- (b) Explain about IROPS.

13. (a) Explain about Baggage allowance and its problems.

Or

- (b) Explain about MITA.

14. (a) Explain about Catering services in brief.

Or

- (b) Explain about Hygiene audits in brief for food safety.

15. (a) Explain about SMS in brief.

Or

- (b) Explain about GSE and its types in brief.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain Emergency planning at airports in detail.

Or

- (b) Explain about the First responders and types of health emergencies and preparations needed to handle crisis.

17. (a) Explain about Fast Travel Programme including CUTE AND CUSS.

Or

- (b) Explain about IROPS in detail.

18. (a) Explain about transfer of baggage at airports.

Or

- (b) Explain about VIP passenger, Delays and cancellations in detail.

19. (a) Explain about SICA and Quality Audits for food safety.

Or

- (b) Explain in detail about cost control measures for food safety.

20. (a) Explain about FOD its problems and precautions in detail.

Or

- (b) Explain about emergency situations and its types in detail.

C-5512

Sub. Code

92034

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airlines and Airport Management

AIRSIDE PLANNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the alternate term for Ramp?
(a) Bay (b) Apron
(c) Gate (d) Aircraft Way
2. When was the IATA formed?
(a) 1947 (b) 1945
(c) 1944 (d) 1950
3. A Runway with Arrowed marks on the ends is called as
(a) Blast Pad (b) Threshold
(c) Aiming Point (d) Touchdown
4. What is the Load classification number for a aircraft with wheel loading 4500 kgs?
(a) LCN 10 (b) LCN 50
(c) LCN 90 (d) LCN 100

5. Which airport has the longest runway in the world?
- (a) JED (b) RUH
(c) DXB (d) SIN
6. What is the minimum distance to be maintained by the GSE vertically for catering?
- (a) 3 in (b) 5 in
(c) 7 in (d) 9 in
7. Which color lighting is designated for Runway End Barracks?
- (a) Red (b) Green
(c) Yellow (d) Blue
8. Of the following, which goods are prohibited for carriage in cabin?
- (a) Mobile Phone Battery
(b) Knife
(c) Coconut oil
(d) Perfume 200 ml
9. In a Flight Plan, the time is denoted in_____
- (a) IST (b) GMT
(c) UTC (d) AST
10. What is the beacon on top of the ATC tower called as?
- (a) Anti-collision Beacon
(b) Aerodrome Beacon
(c) Emergency Beacon
(d) Urgency Beacon

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the functions of an airport?

Or

- (b) Explain any five Freedoms of Air.

12. (a) What are the Primary and secondary control Surfaces?

Or

- (b) What are the differences between Stop way and Clearway?

13. (a) What are the types of Aircraft Parking Configuration?

Or

- (b) Explain about Airport Congestion.

14. (a) Explain in brief about Approach Lighting system.

Or

- (b) What are the Precautions to be taken during fueling?

15. (a) Differentiate between Controlled and Uncontrolled Airports.

Or

- (b) What are the differences between VFR and IFR?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain in detail about the environmental Factors affecting Airports.

Or

- (b) Explain all the Categories of Airports.

17. (a) Explain in detail about the Field Length regulations.

Or

- (b) Explain in detail about the Load classification Number.

18. (a) Explain about Ramp Safety.

Or

- (b) Explain in detail about Airport Slots.

19. (a) Explain in detail about Lounge area Requirements.

Or

- (b) Explain about Goods Prohibited for carriage by Air.

20. (a) Explain about Air Space classes.

Or

- (b) Explain in detail about Flight Plan and its content.

C-5513

Sub. Code

92035A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airlines and Airport Management

STRATEGIC AVIATION MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does a company's vision statement typically describe?
 - (a) Its current products and services
 - (b) The desired future position of the company
 - (c) Its day-to-day operations
 - (d) Financial goals for the next quarter
2. Which technique is commonly used for environmental scanning?
 - (a) SWOT analysis
 - (b) Job analysis
 - (c) Supply chain analysis
 - (d) Production analysis
3. Which of the following is NOT one of Porter's Five Forces?
 - (a) Threat of new entrants
 - (b) Bargaining power of suppliers
 - (c) Technological innovation
 - (d) Threat of substitute products or services

4. What is the main focus of value chain analysis?
 - (a) Identifying external opportunities
 - (b) Improving customer service
 - (c) Analyzing the activities that create value for the customer
 - (d) Reducing production costs
5. According to Miles and Snow's typology, which strategy focuses on innovation and new opportunities?
 - (a) Defender
 - (b) Prospector
 - (c) Analyzer
 - (d) Reactor
6. What is a key characteristic of a low-cost leadership strategy?
 - (a) Offering unique products
 - (b) Targeting a narrow market segment
 - (c) Achieving the lowest cost of operation in the industry
 - (d) Providing high-end customer service
7. What does TQM stand for in the context of strategy implementation?
 - (a) Total Quality Management
 - (b) Total Quantity Management
 - (c) Time Quality Management
 - (d) Time Quantity Management

8. What is a common behavioral issue in strategy implementation related to power?
- (a) Over-communication
 - (b) Leadership style conflicts
 - (c) Excessive delegation
 - (d) Under-staffing
9. Which of the following is a primary function of an Information System in strategy execution?
- (a) Generating revenue
 - (b) Supporting decision-making processes
 - (c) Reducing employee turnover
 - (d) Enhancing customer loyalty
10. Corporate governance control ensures:
- (a) High employee turnover
 - (b) Increased market share
 - (c) Compliance with laws and ethical standards
 - (d) Enhanced product features

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the main steps in the strategic management process.

Or

- (b) Differentiate between macro and micro environments in environmental analysis.

12. (a) Discuss the importance of SWOT Analysis in strategic management.

Or

- (b) What are the different approaches to conducting internal analysis? Provide examples.

13. (a) Briefly describe the four types of organizations in Miles and Snow's Typology.

Or

- (b) Discuss methods for formulating strategies under uncertain conditions.

14. (a) List and briefly describe the seven elements of McKinsey's 7S Framework.

Or

- (b) Explain the importance of ethics in strategy implementation.

15. (a) How does an information system contribute to strategic execution in an organization?

Or

- (b) What is the difference between e-commerce and e-business?

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Analyze the relationship between internal and external environments and their combined impact on strategy formulation.

Or

- (b) Explain the PEST Analysis framework as applied to the aviation industry. Provide examples to illustrate each factor's impact.
17. (a) Examine Michael Porter's Five-Forces framework in the context of analyzing aviation industry competitiveness.

Or

- (b) Describe the components of the value chain analysis and how it helps in identifying opportunities for cost reduction and differentiation in strategic management.
18. (a) Discuss Porter's Competitive Strategies (Cost Leadership, Differentiation, and Focus). How can organizations effectively implement each strategy to gain competitive advantage?

Or

- (b) Discuss the BCG Matrix and GE Multifactor Matrix in detail.
19. (a) Describe three tools or techniques used in TQM and their impact on organizational performance.

Or

- (b) Evaluate the challenges organizations face in resource allocation during strategy implementation and suggest possible solutions.

20. (a) Discuss the control process in detail and its significance in strategic management.

Or

- (b) Discuss the importance of corporate governance controls in ensuring ethical and effective strategy implementation.
-

C-5514

Sub. Code

92035B

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airlines and Airport Management

SUPPLY CHAIN MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a driver of supply chain performance?
(a) Inventory (b) Transportation
(c) Information (d) Employee satisfaction
2. What is a major obstacle in supply chain management?
(a) High customer demand
(b) Poor supply chain visibility
(c) Effective marketing strategies
(d) Robust logistics networks
3. The role of network design in the supply chain primarily involves:
(a) Minimizing employee turnover
(b) Optimizing the flow of goods and services
(c) Improving marketing strategies
(d) Reducing procurement costs

4. Factors influencing distribution network design do NOT include:
 - (a) Customer service requirements
 - (b) Transportation costs
 - (c) Legal regulations
 - (d) Organizational culture
5. What is tailored transportation?
 - (a) Standardized transportation for all products
 - (b) Customized transportation solutions based on specific needs
 - (c) Transportation based on seasonal demand
 - (d) Transportation with fixed routes only
6. Routing and scheduling in transportation are important for:
 - (a) Employee morale
 - (b) Optimizing delivery times and reducing costs
 - (c) Increasing product prices
 - (d) Developing advertising campaigns
7. Effective supply chain coordination can reduce:
 - (a) Supplier lead times
 - (b) Demand variability
 - (c) Employee turnover
 - (d) Marketing expenses
8. Building strategic partnerships in the supply chain involves:
 - (a) Sharing sensitive financial data
 - (b) Developing trust and mutual benefit
 - (c) Frequent contract renegotiations
 - (d) Avoiding communication with suppliers

9. What role does IT play in the supply chain?
- (a) It replaces physical goods
 - (b) It improves communication and data management
 - (c) It reduces supplier relationships
 - (d) It increases manufacturing costs
10. What is CRM in the context of supply chain IT?
- (a) Customer Resource Management
 - (b) Corporate Resource Management
 - (c) Customer Relationship Management
 - (d) Corporate Relationship Management

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) State the role of supply chain in logistics.
- Or
- (b) Explain the scope of supply chain.
12. (a) State the role of distribution in supply chain.
- Or
- (b) Discuss the network design in supply chain.
13. (a) Explain the importance of transportation.
- Or
- (b) State the factors affecting transportation decision.
14. (a) Explain the supplier selection assessment in detail.
- Or
- (b) State the sourcing planning process in supply chain.
15. (a) Write about the E-business impacts on efficiency, cost and customer satisfaction.
- Or
- (b) Explain the impact of strategic decision making in future IT.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Discuss the obstacles in supply chain process.

Or

- (b) Explain the decision phases in supply chain.

17. (a) How to frame the network design in supply chain.

Or

- (b) Discuss the factors affecting the supply chain network.

18. (a) Describe the role of network design in supply chain.

Or

- (b) What is mean by tailored transportation? Explain the importance in detail.

19. (a) Discuss the contracts of supplier selection assessment.

Or

- (b) Elucidate the design collaboration in supply chain process.

20. (a) Explain about the supplier relationship management.

Or

- (b) What is the role of future IT innovations in shaping the supply chain management?

C-5515

Sub. Code

92036A

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airlines and Airport Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a primary method for acquiring new customers?
 - (a) Customer surveys
 - (b) Cold calling
 - (c) Social media marketing
 - (d) Employee training
2. SLAs are primarily used to :
 - (a) Define financial goals
 - (b) Outline service expectations
 - (c) Manage inventory levels
 - (d) Set pricing strategies

3. Cross selling involves :
- (a) Selling unrelated products to new customers
 - (b) Selling additional products related to the initial purchase
 - (c) Selling discounted products only
 - (d) Selling products to other companies
4. Customer profitability and value modeling helps businesses :
- (a) Identify high-value customers
 - (b) Increase product prices
 - (c) Decrease marketing spend
 - (d) Diversify product lines
5. Which component of SFA involves tracking customer interactions?
- (a) Knowledge Management
 - (b) Lead Management
 - (c) Contact Management
 - (d) Activity Management
6. Which CRM link helps integrate various business processes, including CRM?
- (a) ERP (Enterprise Resource Planning)
 - (b) SCM (Supply Chain Management)
 - (c) PRM (Partner Relationship Management)
 - (d) SRM (Supplier Relationship Management)

7. What is the primary function of Analytical CRM?
- (a) Automating sales processes
 - (b) Managing and analyzing customer data
 - (c) Reducing product prices
 - (d) Enhancing social media presence
8. Which ethical consideration is critical in the use of customer data?
- (a) Data redundancy
 - (b) Data formatting
 - (c) Customer privacy
 - (d) System compatibility
9. Which of the following is a critical success factor for CRM implementation?
- (a) Increasing product prices
 - (b) Minimizing customer interaction
 - (c) Reducing marketing efforts
 - (d) Top management support
10. Home grown CRM systems are typically :
- (a) Bought off-the-shelf
 - (b) Used by competitors
 - (c) Outsourced to a third party
 - (d) Developed in-house

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the role of lead generation in acquiring new customers within a CRM strategy.

Or

- (b) How can reward programs enhance customer loyalty?

12. (a) Explain the purpose and benefits of customer profitability and value modeling.

Or

- (b) Define event-based marketing and provide an example of its application.

13. (a) Explain the key components of Sales Force Automation and their benefits.

Or

- (b) Describe the benefits of integrating CRM with Supply Chain Management (SCM).

14. (a) Describe the concept of data warehousing and its importance in CRM.

Or

- (b) Discuss the importance of data security compliance in managing customer data.

15. (a) Explain the key components of a business plan for CRM implementation.

Or

- (b) Describe the risks of complacency in a CRM strategy.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Analyze the role of continuous improvement in managing effective SLAs.

Or

- (b) How can customer feedback be used to optimize customer relationships in CRM?

17. (a) Analyze the differences between cross selling and up selling, including examples of each.

Or

- (b) Explain the effective customer retention strategies with examples.

18. (a) Evaluate the integration of CRM with e-commerce platforms and its effects on customer relationships.

Or

- (b) Discuss the key features and advantages of Enterprise Resource Planning (ERP) in relation to CRM.

19. (a) Describe the role of data mining in CRM and provide examples of its applications.

Or

- (b) Analyze the legalities and ethical considerations of data use in CRM systems.

20. (a) Evaluate various methods of measuring CRM effectiveness and their importance in ensuring the success of CRM initiatives.

Or

- (b) Examine the causes of conflict in customer relationship management and strategies to resolve them.
-

C-5516

Sub. Code

92036B

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airlines and Airport Management

QUANTITATIVE TECHNIQUES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the objective of the Transportation Model?
 - (a) Minimize total transportation cost
 - (b) Maximize profit from transportation
 - (c) Minimize total distance travelled
 - (d) Maximize vehicle utilization
2. Decision variables in a decision model represent:
 - (a) Known constants
 - (b) Uncertain outcomes
 - (c) Parameters that remains constant throughout
 - (d) Variables that can be controlled by the decision-maker

3. The Johnson's rule is used to minimize makespan for 'n' jobs on '2' machines by:
 - (a) Scheduling jobs on the machine with the least workload
 - (b) Scheduling jobs based on their processing times
 - (c) Allocating jobs randomly to machines
 - (d) Minimizing transportation costs
4. Queuing models are used primarily to:
 - (a) Predict customer preferences
 - (b) Optimize inventory levels
 - (c) Manage waiting times and service levels
 - (d) Schedule production activities
5. The graphical method for solving an LP problem is effective when:
 - (a) The number of decision variables is large
 - (b) The feasible region is non-linear
 - (c) There are only two decision variables
 - (d) The objective function is non-convex
6. The critical path in a PERT network is defined as:
 - (a) The path with the most activities
 - (b) The path with the shortest duration
 - (c) The path with the most slack
 - (d) The longest path through the network

7. In a waiting line model, the term “service rate” refers to:
- (a) The rate at which customers join the queue
 - (b) The number of servers available
 - (c) The average time a customer spends in the queue
 - (d) The rate at which customers are served by the system
8. Vogel’s Approximation Method (VAM) is preferred over other initial solution methods in Transportation Models because it:
- (a) Always guarantees the optimal solution
 - (b) Is computationally simpler
 - (c) Balances the differences in transportation costs more effectively
 - (d) Reduces the total number of iterations required
9. CPM is primarily used for:
- (a) Identifying the longest path in a network
 - (b) Managing cash flows in a project
 - (c) Scheduling activities to minimize project duration
 - (d) Calculating resource constraints in a project
10. When sequencing ‘n’ jobs on ‘3’ machines, the goal is typically to minimize:
- (a) Total job completion time
 - (b) Make span
 - (c) Total machine setup time
 - (d) Total idle time across all machines

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) A tailor prepares two kinds of dresses. First kind of dress is having raw material cost of Rs. 150 and labour cost of Rs. 80, while the second kind of dress is raw material cost of Rs. 250 and labour cost of Rs. 100. He can sell the dresses of first and second kind at the rate of Rs. 300 and Rs. 500 respectively. First kind of dress takes 2 hours and second kind takes 2.5 hours of cutting. The total labour hours are restricted to 84 hours/week. Also, first kind of dress takes 1.5 hours of stitching and second requires 2 hours of stitching. The stitching hours are restricted to 60 hours/week. Formulate LPP, such that maximum profit can be earned by tailor.

Or

- (b) Explain what Linear Programming is and its significance in management decision-making.
12. (a) Explain Assignment Problems and their applications in management and operations research.

Or

- (b) Find the optimal solution of assignment problem.

1	4	6	3
9	7	10	9
4	5	11	7
8	7	8	5

13. (a) Draw a sequence table scheduling the five jobs on two machines.

Job	1	2	3	4	5
M ₁	5	1	9	3	10
M ₂	2	6	7	8	4

Or

- (b) Explain Job sequencing in the context of operations scheduling.

14. (a) Explain PERT and its purpose in project management.

Or

- (b) Explain :

- (i) Total float,
- (ii) Free float and
- (iii) Independent float.

15. (a) Explain Replacement Theory is and its significance.

Or

- (b) People arrive at a theatre ticket booth in Poisson distributed arrival rate of 25 per hour. Service time is constant at 2 minutes. Calculate the utilization factor.

Part C $(5 \times 8 = 40)$

Answer **all** questions choosing either (a) or (b).

16. (a) A company produces two types of TVs; one is black and white, while the other is colour. The company has the resources to make at most 200 sets a week. Creating a black and white set costs Rs. 2,700 and Rs. 3,600 to create a coloured set. The business should spend no more than Rs. 6,48,000 a week producing TV sets. If it benefits from Rs. 525 per set of black and white and Rs. 675 per set of colours, how many sets of black/white and coloured sets should it produce in order to get maximum profit? Formulate this using LPP.

Or

- (b) Elaborate the steps involved in constructing a Decision Model.
17. (a) Describe Vogel's Approximation Method (VAM) and its advantages in obtaining initial solutions.

Or

- (b) Find the optimal transportation cost.

	Demand			
	2	7	4	5
	3	3	7	8
	5	4	1	7
	1	6	2	14
Supply	7	9	18	

18. (a) Four jobs 1, 2, 3 and 4 are to be processed on each of four machines A, B, C and D in order ABCD. The processing times in minutes are given below. Find the minimum elapsed time. If no passing of jobs is permitted.

	Machine			
Job	A	B	C	D
1	58	14	14	48
2	30	10	18	32
3	28	12	16	44
4	64	16	12	42

Or

- (b) Discuss the Johnson's Rule for sequencing 'n' jobs on 2 machines.
19. (a) Discuss how to determine the critical path(s) in a CPM network and their implications for project scheduling.

Or

- (b) Draw the network and determine the critical path of the given data and find the total float, free float of each activity.

Jobs	0-1	1-2	1-3	2-4	2-5	3-4	3-6	4-7	5-7	6-7
Duration	3	8	12	6	3	3	8	5	3	8

20. (a) Discuss the different replacement policies used for equipment that deteriorates gradually.

Or

- (b) Find P_o , P_n and L_s for the information in the queueing system $\lambda = 3$ units per hour, $\mu = 4$ units per hour, $M = 2$.
-

C-5517

Sub. Code

92037A

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airlines and Airport Management

TRAVEL AND TOURISM MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Varanasi is located in which state
 - (a) Goa
 - (b) Orissa
 - (c) Uttar Pradesh
 - (d) Andhra Pradesh
2. PAX means
 - (a) Pilot
 - (b) Patient
 - (c) Passenger
 - (d) Tourist
3. MICE is
 - (a) Meetings, Incentives, Conferences and Exhibition
 - (b) Meetings, Integration, Conferences and Entertainment
 - (c) Month, Incentive, Conference, Entertainment
 - (d) None of these

4. When a visitor travels in his country of residence, he is a _____ visitor.
- (a) Domestic (b) International
(c) Inbound (d) Outbound
5. Which of the following is a characteristic of the tourism product?
- (a) Intangibility (b) Perishability
(c) Heterogeneity (d) All of these
6. The Indian Government took its first tourist marketing initiative through the incredible India campaign in _____.
- (a) 2001 (b) 2000
(c) 1999 (d) 2002
7. DOT is dedicated to promote and develop tourism in _____ state.
- (a) Tamil Nadu (b) Kerala
(c) Andhra Pradesh (d) None of these
8. WTTC is established in
- (a) 1990 (b) 1996
(c) 1992 (d) 1993
9. TIM means
- (a) Tourism Impact Model
(b) Tour Integrated Module
(c) Tour Initiative Model
(d) None of these

10. A person who moves from one location to another is known as
- (a) Traveler (b) Inbound tourist
(c) Outbound tourist (d) None of these

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain about whole sale travel agency.

Or

- (b) Write short notes on importance of service provider.

12. (a) Explain about various sources of income of travel agency.

Or

- (b) Discuss about travel insurance and MICE documentation.

13. (a) Enumerate SIT and explain.

Or

- (b) Explain about Gravel formalities.

14. (a) List out the functions of WTTC and explain.

Or

- (b) Explain the roles and responsibilities of UNWTO.

15. (a) Difference between travel industry and tourism industry.

Or

- (b) Explain about the importance of accommodation sector.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain in detail about history of travel.

Or

- (b) Explain in brief about service providers of travel industry.

17. (a) Explain about functions of travel agency and tour operators.

Or

- (b) Explain about IATA accreditation.

18. (a) Explain about steps for Itinerary planning.

Or

- (b) Explain about the components of tour cost.

19. (a) Explain in brief about roles and responsibilities of ITDC.

Or

- (b) Discuss about roles and responsibilities of IAAI.

20. (a) Explain in brief about ancillary services in travel industry.

Or

- (b) Discuss about significant role of transportation sector in tourism.

C-5518

Sub. Code

92037B

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airlines and Airport Management

SERVICES MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. All of the following are examples of service except;
 - (a) Banking
 - (b) Hotels and motels
 - (c) Tax preparation
 - (d) Computer software
2. Quality is defined by the customer” is
 - (a) An unrealistic definition of quality
 - (b) A user-based definition of quality
 - (c) A manufacturing-based definition of quality
 - (d) A product-based definition of quality

3. Benchmarking is
- (a) A PA system
 - (b) A measure of productivity
 - (c) A standard against which performance is measured
 - (d) A process where a firm sets a target for itself
4. Which of the following is NOT an element of the marketing mix?
- (a) Distribution (b) Product
 - (c) Target market (d) Pricing
5. Availability of trained _____ is essential for tourism
- (a) Manpower (b) Candidates
 - (c) Caterers (d) Hoteliers
6. _____ pricing takes into consideration the changes in price to accommodate different tourist requirements.
- (a) Promotional
 - (b) Discriminatory
 - (c) Mark-up
 - (d) Follow the leader
7. What is a common method hotel use to collect feedback from guests?
- (a) Guestbook at the reception desk
 - (b) Online surveys and review sites
 - (c) Suggestion box in the lobby
 - (d) Feedback forms in room service menus

8. Once segments have been classified by a tourism organization, certain segments are selected for promotion. Those selected are:
- (a) Target markets
 - (b) Multiple segments
 - (c) Niche markets
 - (d) Differentiated segment
9. An automobile company has a _____ segmentation approach based on that they monitor customer's age, income and gender then they give the approval for the purchase of a car.
- (a) Geographic (b) Benefit
 - (c) Occasion (d) Demographic
10. For the product promotion you can include everything except _____ because this will be a time-consuming process and will have extra cost
- (a) Advertisement for a new product
 - (b) Discount so that you can increase the sales
 - (c) Personal selling with the help of sales representatives
 - (d) Modification in the product so that it can look more updated

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Discuss the key features of services marketing.

Or

- (b) Distinguish between goods and services, highlighting their key differences.

12. (a) Define bank marketing and explain its significance in the banking industry.

Or

- (b) Outline the marketing mix for insurance, highlighting the 4 Ps.

13. (a) Explain the segmentation of transport marketing, highlighting its importance.

Or

- (b) Write a short note on road transport marketing, highlighting its unique characteristics.

14. (a) Differentiate between marketing and selling, highlighting the key differences.

Or

- (b) Elucidate the emerging trends in Medicare, highlighting their impact on the healthcare Industry.

15. (a) Identify and explain the types of users of personal care services.

Or

- (b) Discuss the market segmentation of consultancy marketing, highlighting its significance.

Part C

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain the types of service marketing and discuss their importance in the service Industry.

Or

- (b) Define Total Quality Management (TQM) and explain its principles, benefits, and Implementation in an organization.
17. (a) Explain the significance of each element in the context of banking services briefly write the Marketing mix for banking services.

Or

- (b) Enumerate the stages involved in insurance product planning and development, Including market research, product design, and testing.
18. (a) Explain the concept of passenger traffic and freight traffic in the context of Transportation marketing.

Or

- (b) Discuss the promotion mix for railways, including advertising, sales promotion, public Relations and personal selling.
19. (a) Identify and explain the types of users of hotel marketing, including business travelers, Leisure traveler.

Or

- (b) Classify hospitals into different types and discuss their characteristics.

20. (a) Define personal care services and explain their importance in the service industry.

Or

- (b) Outline the market mix for personal care organizations, including market Segmentation, targeting, and positioning.
-

C-5519

Sub. Code

92041A

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Airlines and Airport Management

AVIATION AND AIRPORT SECURITY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a consequence of the 9/11 attacks on the aviation industry?
 - (a) Expansion of airline networks
 - (b) Increased deregulation
 - (c) Emergency funding for airlines
 - (d) Decreased airport security measures
2. Public Law 93-366 primarily relates to:
 - (a) Regulation of airport taxes
 - (b) Enhanced airport security measures
 - (c) Development of new aircraft
 - (d) Airline passenger rights

3. Which program was initiated to prevent hijackings by placing armed personnel on flights?
 - (a) Sky Marshal Program
 - (b) Flight Attendant Program
 - (c) Airline Safety Program
 - (d) Pilot Security Program
4. The Palestinian Liberation Organization (PLO) is primarily associated with:
 - (a) Environmental activism
 - (b) Domestic terrorism in the US
 - (c) Rival claims in the Middle East
 - (d) Anti-globalization movements
5. The last line of defense in aviation security is generally considered to be:
 - (a) Airport perimeter security
 - (b) Cockpit door reinforcement
 - (c) Screening checkpoints
 - (d) Airline passenger regulations
6. Which technology is used to detect weapons and explosives during airport security checks?
 - (a) Biometric scanners
 - (b) X-Ray inspection units
 - (c) Flight data recorders
 - (d) GPS tracking devices

7. Which of the following measures is most effective for containing an explosion in air cargo?
- (a) Blast management
 - (b) Blast containment
 - (c) Vacuum chambers
 - (d) Baggage reconciliation
8. What is the main responsibility of indirect air carriers in cargo security?
- (a) Conducting passenger checks
 - (b) Ensuring air cargo security
 - (c) Managing airline schedules
 - (d) Enforcing customs regulations
9. The Gore Commission primarily focused on:
- (a) Airline deregulation
 - (b) Improving aviation security
 - (c) Developing new aircraft designs
 - (d) Enhancing passenger rights
10. Which technology is used for non-intrusive passenger screening?
- (a) Microwave holographic imaging
 - (b) Metal detectors
 - (c) X-ray inspection units
 - (d) Biosimmer™ Quadruple Resonance Device

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain briefly about Tokyo convention.

Or

- (b) Explain about development on protecting Public Air Transportation.

12. (a) Write a short note on Palestinian Liberation organization.

Or

- (b) Discuss about domestic terrorism.

13. (a) Describe the principles of Metal Detectors.

Or

- (b) Explain briefly about duties and responsibilities of Law Enforcement Officers at the gate.

14. (a) Briefly state the functions of Aviation safety Assessment program.

Or

- (b) Explain in detail the Passengers Rights.

15. (a) What are the features of video security system?

Or

- (b) Explain about the airspace Alarm sensors.

Part C

(5 × 8 = 40)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain various ways and methods of preventing unauthorized access to the airports.

Or

- (b) Describe the Function of airport security operation.

17. (a) Briefly explain about the Defense Intelligence Agency.

Or

- (b) Explain briefly about Sky Marshal and Federal Marshal Program.

18. (a) What is a metal detector? Explain in detail on the constraints on selection of a metal detector and body scanners.

Or

- (b) Elaborate on the Trace Detection technologies.

19. (a) Discuss about the inspection of cargo and international air cargo standards.

Or

- (b) Discuss in detail about Fourth Amendment Requirements.

20. (a) Explain in detail on the conventions weapons and is categories.

Or

- (b) Describe briefly about principle and operation of FACEIT access control in Airport.
-

C-5520

Sub. Code

92041B

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Airlines and Airport Management

AVIATION ANCILLARY SERVICES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is an example of a premium ancillary service offered by airlines?
 - (a) Economy Seat
 - (b) Standard Baggage Allowance
 - (c) Lounge Access
 - (d) In-flight Magazine
2. The IATA Ground Handling Council is primarily concerned with:
 - (a) Passenger ticketing
 - (b) Setting standards for ground handling
 - (c) Aircraft manufacturing
 - (d) Airline marketing

3. What is the main goal of market segmentation in ancillary services?
 - (a) To increase airline operational costs
 - (b) To improve service standardization
 - (c) To better target different customer groups
 - (d) To limit service options
4. Ancillary revenue from which service is typically the highest for airlines?
 - (a) In-flight meals
 - (b) Checked baggage fees
 - (c) In-flight entertainment
 - (d) Duty-free sales
5. What is the primary function of the import shed in cargo services?
 - (a) Storage of goods for export
 - (b) Handling incoming cargo
 - (c) Processing of transit cargo
 - (d) Booking cargo space
6. Which document is crucial for international air cargo shipments?
 - (a) Passenger ticket (b) Airway Bill
 - (c) Cargo receipt (d) Freight invoice
7. Which of the following is a key responsibility in aviation catering services?
 - (a) Passenger check-in
 - (b) Escort and Security
 - (c) Baggage handling
 - (d) Flight scheduling

8. What factor is crucial in deciding the pricing model for ancillary services?
(a) Airline branding (b) Market demand
(c) Aircraft type (d) Number of passengers
9. Which mechanism is essential for airport security access control?
(a) Boarding gates
(b) Biometric scanners
(c) Flight information displays
(d) Lounge access systems
10. Technology in aviation is significantly used for:
(a) In-flight passenger announcements
(b) Aircraft maintenance scheduling
(c) Marketing, selling, and delivering services
(d) Aircraft seating arrangements

Section B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b)

11. (a) Explain about boarding privileges.
Or
(b) Explain the role of ground handlers.
12. (a) Explain about Ancillary revenue.
Or
(b) Explain about Market segmentation in ancillary services.
13. (a) Write about Export shed and its services.
Or
(b) Explain in brief about airway bill.
14. (a) What is the function of inter-terminus transfers at airports?
Or
(b) Explain about the functions of catering for the aviation industry.

15. (a) Explain about the role of technology in detail.

Or

- (b) Explain about Accommodation and hospitality services in brief.

Section C (5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b)

16. (a) Explain about Self handling and outsourcing for ground handling companies.

Or

- (b) Explain about the roles and responsibilities of ground handlers.

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

Or

- (b) Explain about Departure and arrival procedures at airports in detail.

18. (a) Explain about cargo services in detail.

Or

- (b) Explain about Baggage handling in detail.

19. (a) Explain about airport operations and airport management in detail.

Or

- (b) Explain about Medical services in detail.

20. (a) Explain about SARPs and its functions.

Or

- (b) Explain about access control and alarm monitoring in detail.

C-5521

Sub. Code

92042A

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Airlines and Airport Management

FUTURE AVIATION SYSTEMS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. A _____ aircraft is developed from blank slate, using the SE process.
 - (a) Derivative Aircraft
 - (b) New Aircraft
 - (c) Commercial Aircraft
 - (d) Change based aircraft
2. The single universal cockpit will _____ with out the use of common design rules or laws for the new generation of cockpits.
 - (a) Never Occur
 - (b) Be Available
 - (c) Occur
 - (d) Not Occur
3. Effective _____ becomes critical element in the management of automation.
 - (a) Cockpit Resource Management
 - (b) Revenue Management
 - (c) Human Resource Management
 - (d) Both (a) and (b)

4. The fundamental guiding principle behind the laws for cockpit design that follow
- (a) Flying is transparent to
 - (b) Independent of vehicle type and the display technology
 - (c) Human Resource Management
 - (d) Both (a) and (b)
5. Training must deal with the cultural issues that _____ particularly when the human is under stress
- (a) Cultural issues that predispose actions
 - (b) Interactions
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)
6. In an aircraft, the cockpit is usually referred to as the
- (a) Aircraft deck (b) Flight deck
 - (c) Control deck (d) Operating deck
7. Which of the following ensures standardization of ATM services worldwide?
- (a) FAA (b) ICAO
 - (c) IAO (d) DGCA
8. Which of the following communications is not included in FANS?
- (a) Air traffic control clearances
 - (b) Position reporting
 - (c) Pilot requests
 - (d) Ground staff communications

9. The aesthetic aspects of colours schemes in aircraft can be considered with respect to
- (a) Sensibilities and optic
 - (b) Psychic
 - (c) Intellectual and symbolic
 - (d) All the above
10. Passenger cabin is defined by
- (a) Aisle only
 - (b) Pitch only
 - (c) Headroom only
 - (d) Pitch, headroom, aisle, etc

Section B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b)

11. (a) Explain Gate-to-gate concept.
- Or
- (b) Explain in detail about the commercial aircrafts and privatization of airport.
12. (a) Explain about air CRM System approach in future aircraft.
- Or
- (b) Explain in detail about the Cockpit Display Objective.
13. (a) What is the nature of Air Traffic Flow Management?
- Or
- (b) Describe the four R's of leadership in resources management.
14. (a) Explain briefly about Oceanic Operations.
- Or
- (b) Explain about government regulation and formalities in air cargo documentations.

15. (a) Explain about ergonomic principles.

Or

- (b) Explain the stages of design in aircraft.

Section C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b)

16. (a) What is Synthesis? Explain about Top Level Synthesis.

Or

- (b) Explain in detail about the Attitudes towards Security.

17. (a) How cultural factors can affect future aircraft? Explain.

Or

- (b) Explain cockpit automation features and limitations.

18. (a) Explain cognitive issue of TFM and assertion about traffic management skills.

Or

- (b) Discuss the basic training issues in air traffic flow management.

19. (a) Explain about the benefits of Future Air Traffic Management System to Airlines and General Aviation Community.

Or

- (b) Explain in detail about oceanic operations in aircraft.

20. (a) Explain about ergonomic principles.

Or

- (b) Explain the various impact related towards aircraft interior design.

C-5522

Sub. Code

92042B

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Airlines and Airport Management

CABIN CREW MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which cabin crew is satisfied in the mid – cabin of an airbus?
(a) L1 (b) R2
(c) R3 (d) L2
2. How many exists does an airbus A320 has?
(a) 12 (b) 8
(c) 6 (d) 10
3. What is the back galley of an aircraft known as?
(a) AFT galley (b) Fwd galley
(c) SL6d (d) Port galley
4. What does SAFA stand for?
(a) Security Assessment of Foreign Aircraft
(b) Safety Assessment of Foreign Aircraft
(c) Standard Assessment of Foreign Aircraft
(d) Systematic Assessment of Foreign Aircraft

5. What does ditching mean in aviation?
- (a) Emergency landing
 - (b) Emergency landing on a water body
 - (c) Crash landing
 - (d) Skidding of the aircraft on the runway
6. Where does the cabin crew submit their sales cash?
- (a) MPOS
 - (b) SMU
 - (c) Full cart
 - (d) ICDM
7. What is the minimum cabin crew requirement in an Airbus A321?
- (a) 5
 - (b) 4
 - (c) 2
 - (d) 6
8. Where does the cabin crew manage and monitor various cabin systems on an Airbus?
- (a) ACP
 - (b) PA
 - (c) AIP
 - (d) FAP
9. What is the right side of an aircraft known as?
- (a) Port side
 - (b) Starboard side
 - (c) L1 station
 - (d) R2 station
10. What is the first thing cabin crew does when they set inside the aircraft for duty?
- (a) PME flight check
 - (b) Anti-sabotage check
 - (c) Boarding Passenger
 - (d) Smiling and greeting passenger

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write about the importance of cabin crew in airlines industry.

Or

- (b) Write in brief about the cabin crew communication.

12. (a) Explain about dangerous good in brief.

Or

- (b) Explain about flight familiarization.

13. (a) Explain the importance of team building.

Or

- (b) Write about the pros and cons stress Management.

14. (a) Distinguish between Pedicure vs. Manicure.

Or

- (b) Explain the role of leaders in the organization.

15. (a) Explain the role of first aid instructor.

Or

- (b) Explain about the styles of walking.

Part C

(5 × 8 = 40)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain about the role and importance of cabin crew training.

Or

- (b) Write in detail about cross culture learning skills.

17. (a) Explain about personal responsibilities of cabin crew Manager.

Or

- (b) Explain in brief about the cabin crew assessment.

18. (a) Explain the roles and responsibilities of senior cabin crew in the aircraft.

Or

- (b) Describe in detail about Refresher training with examples.

19. (a) Explain in brief about safety and emergency procedures.

Or

- (b) Explain the different kinds of skin and skin care tips in detail.

20. (a) Distinguish between initial training vs aircraft type training.

Or

- (b) Write in brief about advantages of time management.

C-5523

Sub. Code

92014

M.B.A. DEGREE EXAMINATION, APRIL 2025.

First Semester

Airline and Airport Management

FINANCIAL AND MANAGEMENT ACCOUNTING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Ledger?
2. Explain the 'Rules for Debit and Credit'.
3. What are various Financial Statements?
4. What is Trial Balance?
5. What is Fund flow statement? What are its uses?
6. Explain the "Application of Funds".
7. Define the term 'Cost Accounting'.
8. What do you mean by 'Overhead'? Give two examples.
9. Define Marginal Costing.
10. What is Break-even analysis? What are its uses?

Part B**(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the functions of Financial Accounting.

Or

- (b) Journalize the following transactions of M/S. Gokul & sons.

2020

April

- 1 Business started with Rs. 2,50,000 and cash
Deposited into bank Rs. 1,50,000
- 3 Purchased Machinery for cash Rs. 50,000
- 5 Goods sold to Raja Rs. 25,000
- 8 Bought goods from Chandru Rs. 10,000
- 19 Cash paid to Chandru Rs. 6,000
- 25 Paid rent Rs.2,500.

12. (a) Describe various Accounting concepts.

Or

- (b) The balance sheet of ABCD Ltd. shows the following figures :

Share capital	Rs. 1,52,000	
Cash in hand and at Bank	Rs. 30,000	
Fixed Assets	Rs. 1,13,000	
Creditors	Rs. 20,000	
5% Debentures		Rs. 24,000
Bills Payables	Rs. 4,000	
Debtors		Rs. 18,000
Stock	Rs. 52,000	
General reserve	Rs. 8,000	
Profit and Loss A/c	Rs. 5,000	

Calculate :

- (i) Current ratio and
- (ii) Liquid ratio.

13. (a) Describe the contents of the Fund Flow Statement.

Or

- (b) Charles Ltd., made a profit of Rs. 1,00,000 after charging depreciation of Rs. 20,000 on assets and a transfer to general reserve of Rs. 30,000. The goodwill amortised was Rs. 7,000 and gain on sale of machinery was Rs. 3,000. Other information available to you (changes in the value of current assets and current liabilities) are trade receivables showed an increase of Rs. 3,000 ; trade payables an increase of Rs. 6,000 ; prepaid expenses an increase of Rs. 200 ; and outstanding expenses a decrease of Rs. 2,000. Ascertain cash flow from operating activities :

Additional Information :	March 31, 2020 (Rs.)	March 31, 2021 (Rs.)
Trade Receivables	20,00,000	40,00,000
Trade Payables	20,00,000	10,00,000
Other Expenses payable (administrative)	10,000	20,000
Prepaid Administrative Expenses	20,000	10,000
Outstanding Trading Expenses	20,000	40,000
Trading Expenses	40,000	20,000
Advance Provision for Taxation	10,00,000	12,00,000

14. (a) Explain the assumptions, utility and limitations of Break-even analysis.

Or

- (b) Distinguish between the process costing and job costing.

15. (a) Explain the terms 'sunk cost', 'opportunity cost' and 'standard cost'.

Or

- (b) Calculate :
- (i) P/V Ratio,
 - (ii) Break Even Point, and
 - (iii) Margin of Safety based on the following information :
- Sales = Rs. 15,000
Total cost = Rs. 12,000
Fixed cost = Rs. 4,500
Net profit = Rs. 6,000.

Part C (3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) What is Cash Budget? Explain its contents, giving a preforma for cash budget.

Or

- (b) From the following Trial balance, You are required to prepare final accounts :

Trial Balance as on 31st December 2020

Particulars	Debit (Rs.)	Credit (Rs.)
Capital		40,000
Sundry debtors	10,800	
Drawings	3,600	
Machinery	14,000	

Particulars	Debit (Rs.)	Credit (Rs.)
Sundry creditors		5,600
Wages	20,000	
Purchases	38,000	
Opening stock	8,000	
Bank balance	6,000	
Carriage charges	600	
Salaries	800	
Rent and taxes	1,800	
Sales		58,000
	<u>1,03,600</u>	<u>1,03,600</u>

17. (a)

Balance sheet

Liabilities	2017 Rs.	2018 Rs.	Assets	2017 Rs.	2018 Rs.
Share capital	1,00,000	1,25,000	Building	1,00,000	95,000
General reserve	25,000	30,000	Machinery	75,000	85,500
P and L a/c	15,250	15,300	Stock	50,000	37,000
Bank loan	35,000	—	Debtors	40,000	31,100
Creditors	75,000	67,600	Cash	250	300
Provision for tax	15,000	17,500	Bank	—	4,000
			Investment	—	2,500
	<u>2,65,250</u>	<u>2,55,400</u>		<u>2,65,250</u>	<u>2,55,400</u>

- (i) Dividend of Rs. 11,000 was paid
- (ii) Machinery was purchased for Rs. 15,000
- (iii) Income tax paid during the year Rs. 16,500

Prepare a cash flow statement.

Or

- (b) The following figures of sales and profits for two periods :

	Sales	Profit
Period I	1,00,000	15,000
Period II	1,20,000	23,000

Calculate :

- (i) P/V ratio
- (ii) Fixed cost
- (iii) BEP
- (iv) Profit for estimated sale Rs. 1,25,000.

18. (a) From the following particulars, prepare a cost statement :

	Rs.
Stock, 1-1-2019 : Raw materials	30,500
Finished goods	20,400
Stock, 31-1-2019 : Raw materials	48,500
Finished goods	10,000
Purchase of raw materials	25,000
Work-in-progress, 1-1-2019	8,000
Work-in-progress, 31-1-2019	9,000
Sales	95,000
Direct wages	20,400
Factory expenses	10,500
Office expenses	5,400
Selling expenses	3,800
Distribution expenses	2,500

Also calculate the percentage of works expenses to direct wages and the percentage of office expenses to works cost.

Or

- (b) Prepare a flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 60% and 70% capacity levels.

	At 60% capacity (Rs.)
Variable overheads :	
Indirect Material	6,000
Indirect Labour	18,000
Semi-variable overheads :	
Electricity (40% Fixed 60% variable)	30,000
Repairs (80% fixed 20% Variable)	3,000
Fixed overheads :	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labour hours	1,86,000

C-5524

Sub. Code

92015

M.B.A. DEGREE EXAMINATION, APRIL 2025.

First Semester

Airlines and Airport Management

STATISTICAL METHODS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define research.
2. What is empirical research?
3. Define null hypotheses.
4. What is a scale in research?
5. What do you mean by data collection?
6. What is a pilot study?
7. What is a non-parametric test?
8. Define data processing.
9. What is meant by interpretation in research?
10. What is bibliography?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the differences between probability and non-probability sampling designs.

Or

- (b) Explain the characteristics of good research.

12. (a) Explain various scaling techniques used in research.

Or

- (b) Explain the characteristics of a good hypothesis.

13. (a) Define Primary data. What are the different methods of collecting Primary data?

Or

- (b) Write a short note on:

(i) Validity Instrument. (ii) Reliability Instrument.

14. (a) Describe the I test and its applications.

Or

- (b) Explain in detail hypothesis testing.

15. (a) Explain the steps involved in writing a research report.

Or

- (b) Describe the components of a well-structured executive summary.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the details of a research process.

Or

- (b) Explain the characteristics of a good hypothesis.
How many types of hypotheses can be framed?

17. (a) Explain the process of constructing and testing a questionnaire, including the importance of a pilot study.

Or

- (b) Evaluate the different parametric and non-parametric tests, discussing their assumptions, applications, and limitations.

18. (a) State the characteristics and assumptions of Analysis of Variance (ANOVA)..

Or

- (b) Discuss the steps in writing a comprehensive research report and the importance of each step.

C-5525

Sub. Code

92016

M.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Airline and Airport Management

AIRPORT ECONOMICS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Economics.
2. What is Airport?
3. State Airport Congestion.
4. Define Slot Trading.
5. Define Airport Revenues.
6. What is Airport Finance?
7. Write a short note Airport Operating Costs.
8. State Airport Performance System.
9. Define Price Regulation.
10. Define Airport Privatization.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) Explain the importance of economics in aviation studies.

Or

- (b) State the functions of airport.

12. (a) Explain all the measures of decongestion.

Or

- (b) Explain passenger flow in airport in detail.

13. (a) Discuss the emerging trends in airport business activities.

Or

- (b) State the factors of airport competition.

14. (a) Explain the factors determining pricing.

Or

- (b) State the significance of customer satisfaction.

15. (a) Explain the economic features of airport infrastructure.

Or

- (b) Discuss the service regulation in airport industry.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b)

16. (a) Explain the role of government in developing Civil aviation Industry.

Or

- (b) Elucidate the financial losses of air traffic delay.

17. (a) State allocation of runway in detail.

Or

- (b) Discuss the airport and air navigator changes in detail.

18. (a) Explain airport budget in detail.

Or

- (b) Elucidate all the typical airport charges.

C-5526

Sub. Code

92021

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Airline and Airport Management

HUMAN RESOURCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Personnel Management?
2. Distinguish the qualities of Manager and HR Manager.
3. What is Job Design?
4. Define E-Recruitment.
5. What are the modes of interview?
6. What is collective Bargaining?
7. What do you mean IQ and EQ?
8. What do you mean by Perquisites?
9. Define Incentives.
10. What do you mean by grievance handling?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) Write briefly about the importance of HRM.

Or

- (b) Enumerate the functions of HRP.

12. (a) What are the uses of Manpower planning?

Or

- (b) Differentiate Personnel Management Vs HRM.

13. (a) Brief about various types of collective Bargaining.

Or

- (b) What are the requisites of Good appraisal Plan?

14. (a) Discuss briefly about Employee compensation with examples.

Or

- (b) Write briefly about Monetary Benefits.

15. (a) Explain the importance of Trade union with examples.

Or

- (b) Explain the guidelines of Grievance handling.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b)

16. (a) Explain the role and importance of Performance Manager and how its boost the level of Business.

Or

- (b) Explain the Merits and Demerits of Incentive payments with suitable examples.

17. (a) Define Training. Explain the on and off the methods of training with suitable examples.

Or

- (b) What are the reasons for the problems happening in the organization and how the disputes are handled?

18. (a) Write short notes on
- (i) Stress
 - (ii) Burnout
 - (iii) Grievance handling
 - (iv) Employee Benefits
 - (v) Job Design.

Or

- (b) Write short notes on
- (i) Promotion
 - (ii) Demotion
 - (iii) Separation
 - (iv) Termination
-

C-5527

Sub. Code

92022

M.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Airline and Airport Management

BUSINESS RESEARCH METHODS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State any two characteristics of good research.
2. Define Research Problem.
3. What is a depth interview?
4. What do you mean by type I error and type II error in hypothesis?
5. Give the meaning of Pilot study.
6. What is a questionnaire?
7. Define multiple regressions.
8. What is the chi-square test?
9. What is 'abstract' in research?
10. Mention any four features of a Good Research Report.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b)

11. (a) Explain the limitations of research.

Or

- (b) Write short notes on:

- (i) Cross-sectional research
- (ii) Longitudinal research

12. (a) Enumerate the features of good research design.

Or

- (b) What is descriptive research design? State its significance.

13. (a) Discuss on focus group interview and also states their advantage and disadvantage.

Or

- (b) Discuss the merits and demerits of case study.

14. (a) Write a detailed note on Kruskal- Wallis test.

Or

- (b) Explain the statistical Techniques involved in Multivariate Analysis.

15. (a) Comment on the Significance of Report Writing.

Or

- (b) State the norms in constructing Index and Bibliography in research.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b)

16. (a) Explain exploratory research and descriptive research.

Or

- (b) What do you mean by variable in research? Give different types of research variables.

17. (a) Examine the meaning, concept, steps involved in Sample Design in detail.

Or

- (b) Explain the applications and suitability of various types of tests in statistical analysis.

18. (a) Discuss the problems involved in Data collection and Data processing in detail.

Or

- (b) What is a Research Report? State the precautions in writing a Research Report.

C-5529

Sub. Code

92024

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Airline and Airport Management

PRINCIPLES OF AVIATION MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Aviation and explain its key concepts.
2. Explain the factors contributing to the growth of the aviation industry.
3. Enumerate the economic benefits derived from air transport.
4. How does international trade benefit from air transport?
5. Define line departments in airline management and outline their functions.
6. Identify and explain the four components of aviation management structure.
7. Discuss the concept of air freedom rights and its significance international aviation.
8. Explain the impact of price competition on the aviation industry.

9. Describe the principles of airline pricing and its role in revenue management.
10. Explain the impact of airport congestion on flight schedules and passenger experience.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Compare and contrast the roles and functions of airlines and airports within the aviation ecosystem, emphasizing their interdependence.

Or

- (b) Evaluate the organizational structure of an airline, illustrating the roles and responsibilities of both staff and line departments in ensuring efficient operations.

12. (a) Define and explain the four components of aviation management structure, highlighting their significance in ensuring the smooth functioning of air transportation systems.

Or

- (b) Critically assess the concept of air freedom rights and their implications on international aviation agreements and regulations.

13. (a) Discuss the impact of price competition on the airline industry, considering its effects on ticket pricing, market share, and profitability.

Or

- (b) Analyze the challenges faced in identifying and managing dangerous goods in air transportation, and propose strategies to enhance safety measures and ensure regulatory compliance within the aviation industry.

14. (a) Evaluate the objectives and key components of airport management, including terminal operations, ground handling, safety protocols and customer service. (5 marks)

Or

- (b) Analyze the factors influencing airport location decisions, including geographical considerations, economic viability, and regulatory requirements.
15. (a) Explain the importance of safety and security management in airport operations, including passenger and freight screening, threat identification, surveillance, and risk mitigation strategies.

Or

- (b) Analyze the significance of airspace management in ensuring safe and efficient air traffic flow, considering navigation systems, air traffic control facilities, and measures to address congestion issues.

Part C (3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the concept of aviation and its significance in modern society, considering its historical development and current role in transportation.

Or

- (b) Evaluate the factors contributing to the growth of the aviation industry over the past century, including technological innovation, economic factors, government policies, and societal changes.

17. (a) Analyze the relationship between airlines and airports in the aviation ecosystem, examining their roles interactions, and contributions to the overall air transportation systems.

Or

- (b) Discuss the role of air transport in promoting international trade and facilitating global connectivity, examining its contribution to cross—border commerce and economic integration.
18. (a) Analyze the organizational structure of airlines. illustrating the roles and relationships between staff departments and line departments in ensuring effective management and operations.

Or

- (b) Assess the steps involved in Airport Master Plan (AMP) formulation and implementation, including stakeholder engagement, environmental impact assessment, infrastructure development. and long-term sustainability planning.
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C-5530

Sub. Code

92025

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Airlines and Airport Management

AIR CARRIER OPERATIONS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write the significance of FAA Part-125.
2. What is the difference between air carrier and operator?
3. What is the operations manual for airlines?
4. What is the rule of flight time?
5. Write the significance of rest period.
6. Define runway gradient.
7. What is required on a flight release?
8. What is the fuel requirement?
9. What are aircraft records?
10. What is the size of a flight recorder?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write short note on Air Route Width.

Or

- (b) List out the Terminal instrument procedures.

12. (a) What do you understand the Flight Manual?

Or

- (b) List out the contents of training program curriculum.

13. (a) Explain the flight duty time limitations.

Or

- (b) What are the factors determining climb performance during steady climb?

14. (a) Write the roles of flight dispatcher.

Or

- (b) Discuss about the importance of trip fuel.

15. (a) Write short note on Information list of dispatch release for flag and domestic operations.

Or

- (b) What are the objectives of airplane flight recorder?

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) List out and explain the various aeronautical data required for approval of area and routes.

Or

- (b) List out the data required for concerning key management personal for air carrier certificate.

17. (a) Briefly discuss about the Manual Requirements.

Or

- (b) Discuss about the flight navigator requirements.

18. (a) List out the operator responsibilities related to flight time limitations.

Or

- (b) Explain the operational considerations and standards of observer's seat.
-

C-5531

Sub. Code

92026

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Second Semester

Airlines and Airport Management

AIRLINE AND AIRPORT MARKETING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the marketing process?
2. What are the five basic market Segmentation?
3. What are the phases of the aircraft life cycle?
4. Write three major components in the schedule development plan?
5. What are the three main distribution channels?
6. What is travel distribution system?
7. What are the five value chains?
8. What is positioning in marketing?
9. What is low-cost airport?
10. What is non-aviation in the airport business?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) List out and explain the common segment errors.

Or

- (b) How to plan a marketing strategy for your own airline company?

12. (a) Write short note on fleet data.

Or

- (b) How air freight works?

13. (a) List out the five modules of offer management in airline pricing.

Or

- (b) Write the tour operator needs.

14. (a) Why is market Positioning important?

Or

- (b) What is location-based marketing?

15. (a) List out sources of non-aviation revenues.

Or

- (b) Why should build loyalty program in airport?

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) What is pestel analysis and its various factors?

Or

- (b) List out and explain the 6-airline marketing strategies.

17. (a) Discuss about the crew scheduling.

Or

- (b) List out the tools of relationship marketing strategies.

18. (a) List out and explain profitable aviation business ideas.

Or

- (b) Describe five steps to boost non-aviation revenue.
-

C-5533

Sub. Code

92031

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airlines and Airport Management

AVIATION AND AIRPORT SECURITY

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by the term Deregulation?
2. What do you understand by the term Emergency Funding?
3. What is Terrorism?
4. What do you mean by Hijackings?
5. Why Screening is needed in Airport?
6. What is Taggants?
7. Write about Known and Unknown Shipper.
8. What is Container Hardening in Aircraft?
9. Write about Runway Incursions.
10. What is Media Intrusion?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Describe the Aviation Regulation and air Law.

Or

- (b) Explain about Montreal — Bonn Agreement.

12. (a) Describe the function of Federal Air Marshal Program.

Or

- (b) Explain briefly about significant Air Hijackings since 1972.

13. (a) Explain the concept of facilities that are used for screening check Point Augmentation.

Or

- (b) Describe the about Potential Operator Concerns.

14. (a) Explain in detail about Selectee Class Stop.

Or

- (b) Explain briefly about International Air Cargo Standards.

15. (a) What are features of new generation Video Security System?

Or

- (b) Describe about the function of Biometric System used in Airport.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain in detail with example about Crimes against Humanity.

Or

- (b) Explain briefly about New Carrier Rule and New Airport Operator Rules in terms of Airport Security.

17. (a) Briefly explain about the Defense intelligence Agency.

Or

- (b) Briefly explain about the Hand-Held Body scanners and X-Ray used in Airport.

18. (a) Differentiate Blast Containment and Blast Management.

Or

- (b) Describe briefly about principle and operation of FACEIT access control in Airport.

C-5534

Sub. Code

92032

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airlines and Airport Management

STRATEGIC AIRPORT PLANNING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who are all the Stake Holders in Aviation Business?
2. What are the objectives of Airport Planning?
3. What are the sources of Airport Revenues?
4. What are the sources of Airport Revenues?
5. What is the major role of Analysis in Policy Formulation?
6. Write short notes on principles of Airport System Design.
7. What is Air field Lighting? What is the need for it?
8. Define Navigation.
9. What is Air Traffic Control?
10. Name few Environmental impacts of airports.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) State and explain the challenges to Traditional Planning Approach.

Or

- (b) Explain in detail about market imperfection in airport business.

12. (a) Explain about the airport Revenues and Costs.

Or

- (b) Explain the process of Managing Capacity Constraints of an Airport.

13. (a) Explain about Airport Planning Techniques and Practices.

Or

- (b) Write short notes on Airport System Design.

14. (a) Briefly state the functions of airport administration.

Or

- (b) Explain about Security Infrastructure on airfields.

15. (a) Write short Notes on Air Traffic Control Infrastructure.

Or

- (b) Explain about the environmental impact of airport.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain about The Environmental Concerns of Aviation Industry that have global impact.

Or

- (b) Explain in detail about Jurisdictional Issues on the Development of Airport Planning.

17. (a) Briefly explain about the National Government roles in airport System Planning.

Or

- (b) Explain the requirement and functions of various types Airfield Lighting System.

18. (a) Describe the Function of airport organization chat.

Or

- (b) Explain about Environmental Impacts of airports in detail.

C-5535

Sub. Code

92033

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Airline and Airport Management

AIRLINE FINANCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define finance.
2. What do you mean by frequent flyer award?
3. What are the sources of long term funds?
4. Mention the need for working capital.
5. What are tangible assets?
6. What do you mean by Airport slot?
7. Define airline leasing.
8. What is aircraft securitization?
9. Define mergers.
10. What do you mean by foreign exchange?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain in detail about the financial statement analysis.

Or

- (b) Explain the impact of Time value of money on Financial Management.

12. (a) Explain in detail about the methods of venture capital financing.

Or

- (b) Enumerate the types of working capital for airlines.

13. (a) Narrate the capital budgeting techniques in airlines.

Or

- (b) What are the internal and external sources of airline finance?

14. (a) What are the types of aircraft leasing? and explain it.

Or

- (b) Differentiate between financial lease and operating lease.

15. (a) Discuss about the airline financial planning budgeting.

Or

- (b) Describe about the methods of evaluation investment proposals.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Enumerate the objectives and limitations of Financial statements.

Or

- (b) Explain the methods of valuing tangible and intangible assets of airlines.

17. (a) Explain the meaning and functions of Foreign Exchange Market.

Or

- (b) Discuss about valuation of Airline Traffic rights.

18. (a) What is meant by Zero base budgeting? Explain its merits and demerits.

Or

- (b) What is rating agency? Explain the rating methods and rating agencies in India.

C-5536

Sub. Code

92034

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airline and Airport Management

AIRPORT OPERATIONS MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the Airline Operators Committee?
2. List the primary sources of Airport Revenue.
3. Define CUSS.
4. Why is passenger ID verification necessary during check-in?
5. What are the different types of Baggage Tags?
6. Mention the most common causes of Baggage loss.
7. What is the Standard In-Flight Catering Agreement (SICA)?
8. What is rotatable equipment in in-flight catering?
9. Define Safety Management System.
10. What is PPE?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) How does a station manager coordinate and cooperate with other organizations to ensure smooth airport operations?

Or

- (b) Explain the key components of an Emergency Response Plan (ERP) for airports and how it prepares for various types of emergencies.

12. (a) Explain the procedures for assessing baggage suitability, labelling, and drop-off in a streamlined passenger handling process.

Or

- (b) What special considerations should be made for handling passengers with unique needs, such as pregnant women, blind passengers, and unaccompanied minors?

13. (a) What are the advantages of using barcodes for baggage management?

Or

- (b) What is MITA, and how does it function in baggage management?

14. (a) What roles and responsibilities are associated with the flight production unit in in-flight catering?

Or

- (b) How is the nutritional composition of in-flight meals determined and maintained?

15. (a) Discuss the common causes of accidents on the ramp, and what preventive measures can be implemented?

Or

- (b) What should be done if a fire or warning occurs on the airside?

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Outline the necessary steps and qualifications required for becoming a station manager in the airline industry.

Or

- (b) How should airlines and airports handle irregular operations (IROPs), such as delays and cancellations, to minimize passenger inconvenience?

17. (a) Discuss the key responsibilities of baggage services staff.

Or

- (b) What role do hygiene audits and the IATA Catering Quality Assurance program play in ensuring in-flight meal safety?

18. (a) What contingency plans are in place for in-flight catering in the event of flight delays or cancellations?

Or

- (b) Explain the Risk Management Systems and discuss how it works in identifying and mitigating safety risks in aviation?

C-5537

Sub. Code

92035

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airline and Airport Management

AIR CARGO MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the factors influencing logistics design?
2. Write the five benefits of air freight services.
3. What are the three types of air cargo carriers?
4. What is load control in aircraft?
5. What is the purpose of the ULD?
6. What is load and trim in aviation?
7. Who prepares certificate of origin?
8. What is export cargo packing?
9. What does the term door-to-door service refer to in air cargo?
10. Write the five categories of air cargo handling.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) List out some of the major features and specifications of air cargo.

Or

- (b) What do you understand the special cargo?

12. (a) Write short note on air freight shipping rates and charges.

Or

- (b) List out the factors influencing calculation of air freight charges.

13. (a) Evaluate the operational safety issues related to bulk load.

Or

- (b) Write the procedure for acceptance of mail services.

14. (a) Write short note on packing list and its formats for export.

Or

- (b) How to clarify the master air way bill?

15. (a) Outline the functional area requirements of air cargo warehouse.

Or

- (b) What is the custom clearance processes?

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain the factors improvement in domestic cargo movement.

Or

- (b) Discuss about the types of air cargo.

17. (a) Explain the types of air cargo consolidation.

Or

- (b) List out the ULD types according to ATA Code.

18. (a) What is an inspection certificate and the information found on it?

Or

- (b) Discuss about the key aspects of warehouse process.

C-5538

Sub. Code

92036

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airline and Airport Management

FUTURE AVIATION SYSTEMS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by 'top-level synthesis'?
2. Name two major challenge facing the aviation industry in the Asia/Pacific region.
3. What is "Crew Culture"?
4. Why change is considered inevitable in aviation?
5. Define caveat.
6. Differentiate between selection issues and background issues.
7. Define "free flight".
8. What is the primary objective of air traffic management (ATM)?
9. Mention two key aspects that are considered in industrial design.
10. What is mobility in the aircraft?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the effects of liberalization on the European aviation market.

Or

- (b) Explain the current screening methods for hold baggage.

12. (a) How does effective resource management contribute to safety and efficiency in aviation?

Or

- (b) Discuss about laws for cockpit instrument display design in aircraft.

13. (a) What is traffic flow management? Explain its importance in aviation.

Or

- (b) Discuss the positive and negative impacts of automation on human performance.

14. (a) Explain the current methods used to manage oceanic air traffic.

Or

- (b) Discuss the indirect benefits of implementing advanced air traffic management systems.

15. (a) Discuss how industrial design principles influence the overall passenger's experience.

Or

- (b) Evaluate the role of special zones in enhancing passenger comfort and functionality in aircraft cabins.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) How does SE contribute to ensuring quality, efficiency, and integration in the manufacturing process?

Or

- (b) Discuss the process involved in implementing CRM.

17. (a) Explain how changes in human factors have influenced the design of modern aircraft cockpits.

Or

- (b) Discuss the objectives and expected outcomes of the ATM strategy developed for the new millennium.

18. (a) Discuss the application of ergonomic principles in the design of aircraft interiors.

Or

- (b) Explain the Gate to Gate concept in detail.

C-5539

Sub. Code

92037

M.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Airline and Airport Management

TRAVEL AND TOURISM MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the roles of principal service providers?
2. Explain Retail Travel Agency.
3. What are the types of travel agents?
4. Write a few functions of travel agency.
5. List the components of tour packages.
6. Mention at least five tour pricing strategies.
7. Why the tourism organizations formed?
8. What is the full form of UNWTO?
9. What is meant by Vertical Integration of the principal service providers?
10. Why transportation is important to business?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain about the international tour introduced by the Thomas cook in early days.

Or

- (b) Explain about the inbound tour operator.

12. (a) Elaborate briefly on the functions of a travel agency.

Or

- (b) What are the special services for charter operators?

13. (a) List the Do's and Don'ts of itinerary preparation.

Or

- (b) Enumerate briefly on the various steps involved in the determination of a tour price.

14. (a) Elaborate on the roles and functions of UFTAA.

Or

- (b) What are the roles and functions of ICCA?

15. (a) Explain in detail about accommodation sector.

Or

- (b) Enumerate on the significance of the Transportation in the tourism industry.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain in detail about the types of tour operators.

Or

- (b) Explain the Distribution Networks of Tour Operation Business with suitable diagram.

17. (a) What are the financial Benefits of Travel Agency and Tour Operator?

Or

- (b) Discuss the various Tour pricing strategies with relevant examples.

18. (a) Explain about the Itinerary for GIT, FIT.

Or

- (b) Explain about the Regional Tourism Organization.

C-5540

Sub. Code

92041

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Airlines and Airport Management

AVIATION MAINTENANCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the two types of maintenance.
2. List out the various failure rate pattern.
3. Write the role of redundant units in aircraft maintenance.
4. Write the significance of notice of proposed rulemaking.
5. List out the goals of PPC.
6. What are the functions of technical publications?
7. Write the two types of shop maintenance activities.
8. Write the importance of materials stores.
9. What is known as ISO 9000 standards?
10. What are the other functions of Quality assurance?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss about the importance of Maintenance program documents.

Or

- (b) Explain about the delivery inspection.

12. (a) What is Airplane Maintenance manual and its importance?

Or

- (b) Write the importance of Airworthiness Directives.

13. (a) Write short notes on PPC in Aviation maintenance.

Or

- (b) Write short note on maintenance related documents classification.

14. (a) Discuss about the morning meeting.

Or

- (b) How to make an order for parts purchasing?

15. (a) Write short note on QC inspector qualifications.

Or

- (b) Define the term reliability and its types.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Explain about the ATA Document standards with example.

Or

- (b) Briefly discuss about the distribution of technical documents.

17. (a) Discuss about the Airframe Manufacturer's training courses.

Or

- (b) List out other line maintenance activities.

18. (a) Explain the types of records required for quality assurance.

Or

- (b) List out the data types data collected for reliability program.

C-5541

Sub. Code

92042

M.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Airline and Airport Management

AIR TRAFFIC CONTROL

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is short term memory?
2. Define Ergonomics.
3. What is auditory perception?
4. What is Visual Sensation?
5. What are stressors? Give two examples of stressors.
6. Define ergonomics.
7. Define Decision Making.
8. Name four styles used in communication.
9. What is Group Polarization?
10. What is CNS?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Explain Simple Model of Information processing with a diagram.

Or

- (b) Explain various Modelling errors in detail.

12. (a) Explain Modelling Errors.

Or

- (b) What are the applications of Secondary Radar?

13. (a) Briefly explain the type of Skills required for ATC.

Or

- (b) What are the important characteristics of a memory?

14. (a) Explain the stages of Group Discussion.

Or

- (b) Explain the Human Factor issues in CNS Environment.

15. (a) How does communication failure take place between pilot and the controller?

Or

- (b) What is Fatigue? Explain the effects of fatigue.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Explain various Cognitive abilities and psycho – motor skills required during selection of air traffic controller.

Or

- (b) Explain Shell Model with neat diagram.

17. (a) Explain Shell Model in details.

Or

- (b) Explain Levels of Behavior in ATC.

18. (a) Explain Stress and its causes and effects in ATC.

Or

- (b) What is stress? Explain the causes of stress and how to manage stress in ATC environment.

C-5542

Sub. Code

92043

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Airport and Airline Management

AVIATION RULES AND REGULATIONS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write the significance of Indian Aircraft Act 1934?
2. Define Aeronautical Advisory Circulars.
3. Define type certificate.
4. What is C of A?
5. List out the approval organisations?
6. Define MTOW.
7. What is the difference between Incident and Accident?
8. List out the categories of AME?
9. Mention the occasions for Flight Testing of aircraft.
10. Define MEL.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write short note on Aeronautical Information Circulars?

Or

- (b) List out the procedure for preservation of log books.

12. (a) Mention and explain the various categories of aircraft registration.

Or

- (b) Discuss about the change of ownership of aircraft registration.

13. (a) Describe about the preparation of weight schedule.

Or

- (b) List out the procedure for Initial approval of Maintenance organisation.

14. (a) List out the privileges of AME “C Category.

Or

- (b) Discuss about the procedure for investigation of Incident.

15. (a) How do evaluate the test flight data?

Or

- (b) Write short note on aircraft flight manual.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) List out the documents to be carried on board aircraft.

Or

- (b) List out the procedure for Renewal of Flight engineer.

17. (a) Write the procedure for issue of special flight permit.

Or

- (b) What are the conditions for continued validity of C of A?

18. (a) Write the type of log books and its significance of its contents.

Or

- (b) Discuss about the requirements and procedure for issue of C of R?
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C-5543

Sub. Code

92044

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Airport and Airline Management

STRATEGIC AVIATION MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the main purpose of strategic management?
2. What is strategic planning in aviation?
3. What is Michael Porter's theory?
4. What do you mean by competitive advantage?
5. What is the modern concept of synergy?
6. What are Porter's 4 competitive strategies?
7. Why do we use McKinsey 7S model?
8. What are four types of resource allocation?
9. What are the 7 elements of strategy execution?
10. What is benchmarking in strategy?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the five steps in strategic planning?

Or

- (b) What are the five steps of the strategic management process?

12. (a) How to create your own Porter's Five Forces model and a long-term strategy for your business?

Or

- (b) What are the forces that shape competition?

13. (a) How to become a cost leader?

Or

- (b) Why Core Competencies Are Important?

14. (a) List out the Elements of Mckinsey 7s framework.

Or

- (b) List out some advantages of functional structure.

15. (a) What are the importance of Strategic information system?

Or

- (b) What are the different types of outsourcing?

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) List out the reasons for outsourcing and its disadvantages.

Or

- (b) List out and explain the strategic control process.

17. (a) What is conflict resistance to change? And 7 Tactics to overcome resistance to change.

Or

- (b) Discuss about the Managing an Organizational Culture Change.

18. (a) Explain the Factors Affecting Organizational Design.

Or

- (b) List out the advantages of functional structure.
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C-5544

Sub. Code

92045

M.B.A. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Airline and Airport Management

AIRPORT ENGINEERING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the contents of airside area of airport.
2. What are the principles of airport design?
3. What is runway orientation?
4. What are flight characteristics of an aircraft?
5. What do meant by passenger apron?
6. List out the apron requirements.
7. What are the main airfield components?
8. What is Aircraft Parking Configuration?
9. How Airports are divided into three within the framework of slot arrangement?
10. What is short-haul and tong haul?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) List out different runway pattern.

Or

- (b) Write short note on terminal building and control tower.

12. (a) Can Runway Configuration Impact on Arrival Delays.

Or

- (b) Write short note on runway orientation.

13. (a) List out the advantages of linear and curvilinear parking.

Or

- (b) What are the airport terminal concepts?

14. (a) Write advantages and disadvantages of pier type terminal concept.

Or

- (b) List out some precautions taken during fueling.

15. (a) Discuss about the Strategic airspace management.

Or

- (b) Write short note on DME.

Part C

(3 × 10 = 30)

Answer **all** questions, choosing either (a) or (b).

16. (a) Write short note on functional integration ATS and air traffic flow management procedure?

Or

- (b) Discuss about the Impact of Jet Fuel Price Uncertainty on Airport Planning and Development.

17. (a) List out the apron requirements and its significance.

Or

- (b) Why Does Passenger Flow Matter? Also benefits of passenger flow management?

18. (a) Discuss about the airport security system.

Or

- (b) Discuss about the role of telecommunication in aviation.
