

**C-4862**

**Sub. Code**

**91513**

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

**First Semester**

**Airline and Airport Management**

**MANAGEMENT PROCESS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following best defines a business?
  - (a) Any activity carried out for personal satisfaction
  - (b) An economic activity involving the production and sale of goods or services
  - (c) A hobby pursued for leisure
  - (d) A charitable endeavor aimed at social welfare
2. A sole trader is:
  - (a) A business owned and operated by multiple individuals
  - (b) A business owned and operated by a single individual
  - (c) A business owned and operated by the government
  - (d) A business owned and operated by shareholders

3. What is the primary focus of the nature and scope of the management process?
- (a) Identifying various management functions
  - (b) Understanding the definition of management
  - (c) Exploring the evolution of management theory
  - (d) Analyzing the roles of managers in organizations
4. Which management approach emphasizes the systematic study of work methods to improve efficiency?
- (a) Human Relations Approach
  - (b) Behavioral Approach
  - (c) Scientific Management
  - (d) Administrative Management
5. What is the primary purpose of planning in management?
- (a) To control employee's actions
  - (b) To ensure strict adherence to rules
  - (c) To achieve organizational goals effectively
  - (d) To increase competition in the market
6. What are the main purposes of setting objectives and policies in planning?
- (a) To create confusion among employees
  - (b) To provide guidelines for decision-making
  - (c) To eliminate flexibility in operations
  - (d) To discourage innovation and creativity

7. What are the primary types of organization structures?
- (a) Hierarchical and flat
  - (b) Centralized and decentralized
  - (c) Functional and divisional
  - (d) Line and staff
8. In the line and staff relationship, what is the role of the line function?
- (a) Providing advice and support to line managers
  - (b) Directly involved in the production or delivery of goods and services
  - (c) Responsible for administrative tasks within the organization
  - (d) Overseeing the implementation of policies and procedures
9. What is the need for coordination in controlling?
- (a) To monitor employee performance
  - (b) To achieve organizational goals
  - (c) To establish budgetary controls
  - (d) To conduct case studies
10. What is the importance of controls in management?
- (a) It ensures strict adherence to rules
  - (b) It eliminates the need for coordination
  - (c) It helps in achieving organizational objectives
  - (d) It reduces the need for directing activities

**Part B**

(5 × 5 = 25)

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

11. (a) Describe a joint stock company and discuss its features.

Or

- (b) Describe the importance of business organization in the context of modern economic activities. Provide examples to support your explanation.

12. (a) Explain the techniques of scientific management.

Or

- (b) Explain the scope of management.

13. (a) Explain various types of public enterprises.

Or

- (b) Explain the steps involved in the planning process.

14. (a) Distinguish Formal and informal organization.

Or

- (b) Difference between line and staff organization.

15. (a) Explain any four non-budgetary control techniques with suitable examples.

Or

- (b) Briefly describe the purpose of directing.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain how structures differ for sole Proprietorships, partnerships and joint stock companies, and how these differences affect how a business operates.

Or

- (b) Assess the legal and regulatory framework for different business types. Discuss their legal advantages and limitations.

17. (a) Is management a science or an Art? Explain.

Or

- (b) Identify and explain the primary functions and roles of managers in organizations.

18. (a) Explain in detail about the characteristics of the nature of planning.

Or

- (b) Examine the significance of setting clear objectives and policies in managing public utilities and enterprises.

19. (a) Discuss the importance of training in the airline industry.

Or

- (b) Define the term “organizational structure” and briefly explain its importance in managing businesses.

20. (a) Elaborate the directing and its purpose.

Or

- (b) Discuss the role that the quality of information plays in organizational Controls.
-

<b>C-4863</b>
---------------

<b>Sub. Code</b>
------------------

<b>91514</b>
--------------

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

**First Semester**

**Airline and Airport Management**

**ACCOUNTING FOR MANAGERS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. According to the rules of the double-entry system, if a debit is made to an asset account, what happens to the corresponding account?
  - (a) Credit to an asset account
  - (b) Debit to a liability account
  - (c) Credit to an owner's equity account
  - (d) Credit to another asset account
2. Which document is used to record financial transactions in chronological order before they are transferred to ledger accounts?
  - (a) Balance Sheet
  - (b) Income Statement
  - (c) Journal
  - (d) Trial Balance

3. When preparing a balance sheet, the total assets should equal?
- (a) Total liabilities      (b) Share capital  
(c) Net profit              (d) Cash in hand
4. Which of the following represents the formula for calculating gross profit?
- (a) Sales – Cost of goods sold  
(b) Sales – Operating expenses  
(c) Purchases – Sales  
(d) Opening stock + Purchases – Closing stock
5. Which of the following is a function of Cost Accounting?
- (a) Strategic planning  
(b) Budgeting  
(c) Determining market share  
(d) Cost control and cost reduction
6. One of the demerits of Cost Accounting is
- (a) Lack of relevance in decision-making  
(b) Overemphasis on historical data  
(c) Inability to control costs  
(d) Complexity in implementation
7. Which of the following is not a method used for store control?
- (a) Maximum level  
(b) Minimum level  
(c) Optimum level  
(d) Mean level



8. When using the LIFO method for pricing materials issues, which units are considered to be used first?
- Last units purchased
  - First units purchased
  - Units with the highest cost
  - Units with the lowest cost
9. Budgeting involves
- Setting financial targets for the future
  - Analyzing historical financial data
  - Calculating profit margins
  - Determining market demand
10. In variance analysis, a favorable material variance indicates that
- Actual material costs are lower than standard material costs
  - Actual material costs are higher than standard material costs
  - Actual material usage is higher than standard material usage
  - Actual material usage is lower than standard material usage

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the significance of the trial balance in the accounting process.

Or

- (b) Prepare Journal from the transactions given below:

	Rs.
(i) Cash paid for installation of machine	500
(ii) Goods given as charity	2,000
(iii) Interest charge on capital @ % p.a. when total capital was	70,000

- (iv) Received Rs. 1,200 of bad debts written-off last year
- (v) Goods destroyed by fire 2,000
- (vi) Rent outstanding 1,000
- (vii) Interest on drawings 900
- (viii) Kamal who owed me Rs. 3,000  
has failed to pay the amount

He pays me a compensation of Rs. 45 paise in a rupee.

12. (a) What is the purpose of preparing a cash book? What are its types?

Or

- (b) Draw the proforma of trading, profit and loss a/c and balance sheet.

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

Or

- (b) Explain the accounting period concept.

14. (a) Explain the essentials of a good inventory control system.

Or

- (b) Explain in detail about types of store control.

15. (a) Describe the objectives of budgetary control.

Or

- (b) The standard cost card shows the following details relating to the material needed to produce 1 kg of sugar: Quantity of Sugar required: 10 kg, Price of Sugar: Rs 35/kg. Actual production data for the month: Production: 1000 kg, Quantity of material used: 3,500 kg, Price of Sugar: Rs 35/kg. You are required to

- (i) Calculate the material cost variance.
- (ii) Calculate the material price variance.
- (iii) Calculate the material usage variance.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the principles of accounting concepts and conventions.

Or

- (b) Prepare a final account for the year ended as on 31<sup>st</sup> March 2023 from the following trial balance of Mr. Bharat.

Particulars	Rs.	Particulars	Rs.
Drawings	55,000	Capital	2,50,000
Goodwill	90,000	Bills payable	45,000
Buildings	70,000	Creditors	70,000
Machinery	40,000	Purchase returns	12,650
Bills receivable	6,000	Sales	2,18,000
Opening stock	40,000		
Purchases	51,000		
Wages	36,000		
Carriage outwards	500		
Carriage inwards	1,000		
Salaries	45,000		
Rent	13,000		
Discount	1,100		
Repairs	2,300		
Bank	35,000		
Cash in hand	11,600		
Debtors	55,000		
Bad debts	1,200		
Sales Returns	12,000		

Particulars	Rs.	Particulars	Rs.
Furniture	16,000		
Advertisement	13,500		
General expenses	450		
	<u>5,95,650</u>		<u>5,95,650</u>

17. (a) From the following balances extracted from the books of ABC Manufacturing Company, prepare a balance sheet as of 31<sup>st</sup> December 2023:

Cash in hand	50,000
Bank balance	2,00,000
Buildings	5,00,000
Machinery	3,00,000
Creditors	80,000
Debtors	1,20,000
Capital	8,50,000
Sales	10,00,000
Purchases	4,00,000
Salaries	1,50,000

Or

- (b) Describe the purpose and structure of a trading account. Provide a step by-step explanation of how a trading account is prepared.
18. (a) Discuss the concept of trial balance in accounting. Describe the procedure for preparing a trial balance.

Or

- (b) Describe the scope and objective of Cost accounting.

19. (a) Explain in detail about the methods of pricing material issues.

Or

- (b) A company employs a piece-rate system to remunerate its workers. The standard rate is Rs. 5 per unit produced. During a month, Worker A produces 1000 units, Worker B produces 1200 units, and Worker C produces 800 units. Calculate the total wages for each worker. Additionally, if the company offers an incentive of Rs. 0.50 per unit produced above 1000 units, determine the total incentive payout.
20. (a) Explain the advantages and disadvantages Standard Costing.

Or

- (b) Distinguish between the master budgets, functional budgets and flexible budgets.
-

<b>C-4864</b>
---------------

<b>Sub. Code</b>
------------------

<b>91515</b>
--------------

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

**First Semester**

**Airline and Airport Management**

**COMPUTER APPLICATIONS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following unit is responsible for converting the data received from the user into a computer understandable format?
  - (a) Output unit
  - (b) Input unit
  - (c) Memory unit
  - (d) Arithmetic and logic unit
2. Which of the following is designed to control the operation of a computer?
  - (a) User
  - (b) Application software
  - (c) System software
  - (d) Utility software

3. Which of the following is not essential component to perform a mail merge option?
- (a) Main document      (b) Data source  
(c) Merge fields      (d) Word fields
4. “Ctrl+Right Arrow” is used to
- (a) Moves the cursor one word right  
(b) Moves the cursor end of the line  
(c) Moves the cursor end of the document  
(d) Moves the cursor one paragraph down.
5. What is the keyboard shortcut to switch between open excel windows?
- (a) CTRL+TAB  
(b) ALT+TAB  
(c) CTRL ALT+TAB  
(d) None of the above.
6. What is the default file name of Microsoft Excel file?
- (a) Workbook.xlsx      (b) Workbookl.xlsx  
(c) Worksheet.xlsx      (d) Worksheetl.xlsx
7. In the current presentation if we want to insert a new slide we can choose which of these?
- (a) CTRL+F      (b) CTRL+O  
(c) CTRL+M      (d) CTRL+N
8. Which of these refers to the PowerPoint view used for displaying only the text (Title and bullets)?
- (a) Slide sorter view  
(b) Slide view  
(c) Outline view  
(d) Note page view

9. Which of the following is the common language for artificial intelligence?
- (a) Python                      (b) Java  
(c) LISP                        (d) Psp
10. Who is the father of artificial intelligence?
- (a) Alan Turing  
(b) Charles Babbage  
(c) John McCarthy  
(d) None of the above

**Part B**

(5 × 5 = 25)

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

11. (a) Write in brief about the history of computer.

Or

- (b) Differentiate Hardware vs. software.

12. (a) Explain about interface elements in MS word.

Or

- (b) How to find and replace text in Ms Word?

13. (a) Write in brief about filters in Ms excel.

Or

- (b) Explain about view tab in brief.

14. (a) How to apply themes in Ms-powerpoint?

Or

- (b) Write about views in Ms – PowerPoint.



15. (a) Explain the concept of rationality.

Or

- (b) Explain the problem solving agent.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the functions of operative system.

Or

- (b) Explain about the generation of computers.

17. (a) Explain the step by step process to make mail merge.

Or

- (b) Explain columns in Ms-word.

18. (a) How to create chart in MS-Excel?

Or

- (b) How to move, copy, create and delete sheets in MS-Excel?

19. (a) How to convert existing text in to smart art?

Or

- (b) Explain how to change the organization of a SmartArt graphic?

20. (a) Elaborate foundation of AI.

Or

- (b) Explain goal based and utility based problem solving agent.

**C-4865**

**Sub. Code**

**91523**

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

**Second Semester**

**Airline and Airport Management**

**PRINCIPLES OF AIRLINE AND AIRPORT  
MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which document is essential for international cargo handling to comply with customs regulations?  
(a) Cargo manifest      (b) Aircraft Log  
(c) Load Sheet      (d) Airway Bill
2. What is the main function of an airport authority in airport operations?  
(a) Managing flight schedules  
(b) Maintaining airport infrastructure  
(c) Overseeing ground handling services  
(d) Regulating air traffic control
3. A hotel that has a feature for health and wellness is called  
(a) 7-star hotel      (b) Themed hotel  
(c) SPA hotel      (d) Luxury hotel

4. Which organization is responsible for managing airports in India?
  - (a) DGCA
  - (b) TATA
  - (c) AAI
  - (d) Ministry of Civil Aviation
5. What is the primary objective of ground handling agreements between airlines and service providers?
  - (a) Ensure compliance with aviation regulations
  - (b) Coordinate ground movements for safety
  - (c) Define terms for passenger services
  - (d) Manage baggage handling operations
6. What is the primary objective of ICAO?
  - (a) To provide flight training
  - (b) To regulate global aviation standards
  - (c) To manage airport infrastructure
  - (d) To promote the tourism industry
7. Who is responsible for checking the validity of passengers' travel documents before boarding?
  - (a) Ground Handling Staff
  - (b) Cabin Crew
  - (c) Aviation Security
  - (d) CISF
8. What does AAI primarily manage in Indian airports?
  - (a) Air traffic control
  - (b) Airport facilities and services
  - (c) Aircraft operations
  - (d) Passenger check-in procedures

9. \_\_\_\_\_ is responsible for coordinating ground handling services at airports?
- (a) IATA (b) ATC  
(c) Airlines (d) AAI
10. Expand OTA
- (a) Oversees Tour Association  
(b) Online Ticketing Agent  
(c) Outbound Tour Association  
(d) Online Travel Agency

**Part B** (5 × 5 = 25)

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

11. (a) List out all the functions of DGCA.  
Or  
(b) Enumerate about the types of airport planning.
12. (a) Describe the role of Travel agent.  
Or  
(b) Discuss briefly about any five famous Indian tourist attractions.
13. (a) Tabulate the SWOT analysis in Airline Industry.  
Or  
(b) Write a detail summary about IATA.
14. (a) Summarize the passenger handling in International Airport.  
Or  
(b) Explain briefly about the Airline Catering Planning.
15. (a) Explain about the five major types of aircraft parking.  
Or  
(b) Write an essay about the activities of Airside Operations for an Aircraft in RAMP.

**Part C**

(5 × 8 = 40)

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

16. (a) Differentiate and explain in detail about the Global and Indian scenario of Airport Management.

Or

- (b) Explain briefly about the different airport terminal designs.

17. (a) Write short notes about the below types of hotels:

- (i) Resorts
- (ii) Airport hotels
- (iii) Capsule hotels
- (iv) Motels
- (v) Residential hotels

Or

- (b) Explain any Eight types of tourism in detail

18. (a) Explain briefly about the major players in Airline Industry of India.

Or

- (b) List out and explain all the current challenges in Airline Industry.

19. (a) Explain in detail about the Ground Handling Agreements.

Or

- (b) Write briefly about the documents related to the crew management.

20. (a) List out and explain all the safety precautionary methods followed in the airport RAMP for aircraft safety.

Or

- (b) Explain what are the concepts followed in International Terminal Management.

**C-4866**

**Sub. Code**

**91524**

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

**Second Semester**

**Airlines and Airport Management**

**BASICS OF AVIATION INDUSTRY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Swept Forward wing is used in
  - (a) Passenger Aircraft
  - (b) Fighter Aircraft
  - (c) Cargo Aircraft
  - (d) Helicopter
2. Which of the following is Indian Airline Company?
  - (a) Emirates
  - (b) Lufthansa
  - (c) Vistara
  - (d) Airbus
3. Ribs and Spars are available in
  - (a) Warren Truss Type Construction
  - (b) Geodesic Construction
  - (c) Semi Monocoque Construction
  - (d) Pratt Truss Type Construction

4. The Global governing body for Aviation Industry is
  - (a) ICAO
  - (b) BCAS
  - (c) DGCA
  - (d) FAA
5. Food will be prepared for any Flight
  - (a) Inside flight
  - (b) Outside flight
  - (c) Both (a) and (b)
  - (d) Depends on condition
6. The place where aircrafts are parked for
  - (a) RAMP
  - (b) Terminal
  - (c) Warehouse
  - (d) BBA
7. Seating location in a flight will be confirmed while providing
  - (a) Ticket
  - (b) Luggage Tag
  - (c) Boarding Pass
  - (d) All the above
8. The place where all the luggage are moved from the flight to the terminal is
  - (a) BMA
  - (b) Terminal
  - (c) Warehouse
  - (d) BBA
9. The abbreviation of SOP stands for
  - (a) Set of Properties
  - (b) State of Politics
  - (c) Standard Operation Procedure
  - (d) Sequence of Procedure
10. Security measures followed in the aircraft is for
  - (a) Safety of the passengers
  - (b) Safety of the aircraft and crew members
  - (c) Both (a) and (b)
  - (d) None of the above

**Part B**

(5 × 5 = 25)

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

11. (a) Explain global aviation industry in brief.

Or

- (b) List out the leading manufacturers of aircraft and their market share in the industry.

12. (a) List out the national aviation authorities and explain them.

Or

- (b) Differentiate the passenger terminal and cargo terminal in detail.

13. (a) Explain the security measures followed for aircrafts and airports separately.

Or

- (b) Explain the procedure in handling stretcher passengers and human remains in the airport.

14. (a) Explain in detail about warehouse management in an airport.

Or

- (b) Explain the procedure of security clearance and baggage in an Airport Terminal.

15. (a) List out the steps of sop for bomb threat in an airport.

Or

- (b) Explain the procedure in handling situational awareness in an airport.



**Part C**

(5 × 8 = 40)

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

16. (a) Compare and explain the global aviation industry with the Indian aviation industry.

Or

- (b) Explain in detail the evolution of Aviation globally and in India.

17. (a) List out the world's major airports and compare their features in detail.

Or

- (b) Compare the contribution of domestic and international airports to the Aviation industry in detail.

18. (a) Explain in detail about the ground handling procedures followed in the airport.

Or

- (b) Explain in detail about the procedure in handling unaccompanied minors and disabled passengers.

19. (a) Explain in detail about reservation and ticketing procedures in an airport.

Or

- (b) Explain the procedure being followed in terminal building for a passenger.

20. (a) Explain the response to act of unlawful interference in an airport.

Or

- (b) Explain in detail about various crisis of airports and remedies for every issue.

**C-4867**

**Sub. Code**

**91525**

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

**Second Semester**

**Airlines and Airport Management**

**BUSINESS LAW**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The Indian contract act came into force on
  - (a) 15<sup>th</sup> Sep 1872
  - (b) 1<sup>st</sup> Sep 1872
  - (c) 1<sup>st</sup> Oct 1872
  - (d) 15<sup>th</sup> Oct 1872
2. Every promise and every set of promise forming the consideration for each other is
  - (a) Agreement
  - (b) Contract
  - (c) Offer
  - (d) Acceptance
3. There is a counter-offer when
  - (a) The offeree gives conditions for acceptance or introduces a fresh term in acceptance
  - (b) The offeror makes a fresh offer
  - (c) The offeree makes some query
  - (d) The offeree accepts it

4. Which of the following is/are important clauses in the MOA of a company?
- (a) Name of the company
  - (b) Place of business of the company
  - (c) Objects of the company
  - (d) All the above
5. A company is called an artificial person because
- (a) It is invisible and intangible
  - (b) It cannot be used in the count of law
  - (c) It does not have the shape of natural person
  - (d) It exists only in contemplation of law
6. In which year MRTP bill was passed
- (a) 1959                      (b) 1969
  - (c) 1979                      (d) None of the above
7. Government policy about export and import is called
- (a) Commercial policy (b) Fiscal policy
  - (c) Monetary policy (d) Finance policy
8. The chairman of SEBI is appointed by the
- (a) Ministry of Finance
  - (b) Prime Minister
  - (c) Stock Exchanges
  - (d) None of the above
9. Breach of contract means
- (a) Performance of contract by both the parties
  - (b) Failure of party to perform its obligation
  - (c) Payment of compensation due to non-performance
  - (d) Postponement of the performance of contract

10. Valid contract
- (a) are made by free consent
  - (b) are made by competent parties
  - (c) have lawful consideration and lawful object
  - (d) all the above

**Part B**

(5 × 5 = 25)

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

11. (a) Write about advantages and disadvantages of sole proprietorship.

Or

- (b) Write short notes on legal rules related to offer.

12. (a) Explain about types of goods.

Or

- (b) State the rights of principal and explain.

13. (a) How do you classify company on the basis of liability?

Or

- (b) Explain various clauses of MOA.

14. (a) Explain about features of SEBI.

Or

- (b) Write short notes on central sales tax.

15. (a) Explain about objectives of FEMA.

Or

- (b) Explain about remedies of breach of contract.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain about classification of contract on the basis of enforceability.

Or

- (b) Explain in brief about types of offer.

17. (a) Explain about personal liabilities of agents.

Or

- (b) Discuss about termination of agency.

18. (a) What is prospectus and explain its types?

Or

- (b) Explain about incorporation of companies.

19. (a) Explain in brief about customs act.

Or

- (b) Discuss about role of SEBI in stock exchange.

20. (a) Explain in brief about FEMA.

Or

- (b) Difference between void and voidable contract.

---

**C-4868**

**Sub. Code**

**91533**

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

**Third Semester**

**Airlines and Airport Management**

**AVIATION ANCILLARY SERVICES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The continuous inspection program for commercial aircraft in India, is approved by which of the following authorities?
  - (a) DGCA
  - (b) EASA
  - (c) FAA
  - (d) DCGA
2. What is the full form of ICAO?
  - (a) International Commercial Aviation Organization
  - (b) International Civil Aviation Organization
  - (c) Indian Civil Aviation Organization
  - (d) Indian Commercial Aviation Organization

3. What is the full form of AMP?
- (a) Air Maintenance Program
  - (b) Aircraft Maintaining Program
  - (c) Aircraft Maintenance Program
  - (d) Air Maintaining Program
4. Which of the following is NOT considered an ancillary service in aviation?
- (a) In-flight catering
  - (b) Baggage handling
  - (c) Pilot training
  - (d) Duty-free shopping
5. What does ground handling refer to in aviation?
- (a) The process of landing an aircraft safely on the runway
  - (b) Passenger check-in and boarding procedures
  - (c) Services performed to facilitate an aircraft's turnaround on the ground
  - (d) Air traffic control operations
6. What is the main advantage of outsourcing ground handling services?
- (a) Increased control over operations
  - (b) Reduced costs and flexibility in staffing
  - (c) Improved passenger check-in procedures
  - (d) Enhanced in-flight catering options

7. What is the primary role of passenger handling in aviation?
- (a) Aircraft maintenance
  - (b) Ensuring passenger safety during flights
  - (c) Facilitating smooth check-in, boarding and disembarkation processes
  - (d) Managing in-flight catering services
8. What is the purpose of passenger disembarkation procedures?
- (a) To unload baggage from the aircraft
  - (b) To refuel the aircraft
  - (c) To conduct aircraft maintenance checks
  - (d) To ensure passengers safely exit the aircraft
9. How do airlines benefit from ancillary revenues?
- (a) By reducing operational costs
  - (b) By increasing passenger safety
  - (c) By improving in-flight entertainment
  - (d) By diversifying revenue sources and boosting profitability
10. What role do medical services play in enhancing passenger safety perception?
- (a) They reduce the need for emergency landings
  - (b) They provide reassurance and support during emergencies
  - (c) They ensure compliance with aviation regulations
  - (d) They decrease the overall cost of air travel



**Part B**

(5 × 5 = 25)

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

11. (a) Narrate about Inter-terminus transfer in airport.

Or

- (b) What are the advantages of outsourcing?

12. (a) Explain how Persons with Disabilities are handled.

Or

- (b) Write a brief note on Airline catering.

13. (a) What do you mean by baggage handling? Discuss the types of baggage handling.

Or

- (b) Explain the concept of a-la-carte services.

14. (a) Explain specialized handling of V.I.P and V.V.I.P.

Or

- (b) Differentiate between airport management and airlines management.

15. (a) Explain the cargo services at the import shed.

Or

- (b) Explain the procedure for security screening.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain in detail about the medical services of Indian airports.

Or

- (b) Explain the importance of aircraft repair and maintenance services in the airline industry.
17. (a) Explain about the role and responsibilities of inside and outside of airport.

Or

- (b) Distinguish between self-handling and outsourcing of ground handling services.
18. (a) Explain airport operational activities.

Or

- (b) Explain the challenges and innovations in airport operations management.
19. (a) Explain the roles and responsibilities of ground handler.

Or

- (b) Describe the process of baggage handling by ground handlers at airports. What are the steps involved from check-in to baggage claim?

20. (a) Explain the role of third-party advertising on in-flight services in generating ancillary revenue for airlines.

Or

- (b) Discuss the role of airport management in overseeing daily operations and strategic planning.
-

**C-4869**

**Sub. Code**

**91534**

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

**Third Semester**

**Airlines and Airport Management**

**AIRLINE AND AIRPORT MARKETING MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. Which of the following is an effective strategy for building a strong airline brand?
  - (a) Offering inconsistent service quality
  - (b) Changing logos frequently
  - (c) Promoting safety records
  - (d) Ignoring customer feedback
2. When an airline offers discounts for early bookings and premium services at higher prices, it is primarily focusing on which element of the marketing mix?
  - (a) Product
  - (b) Price
  - (c) Place
  - (d) Promotion
3. In a PESTE analysis for the airline industry, “E” stands for
  - (a) Economic factors
  - (b) Ecological factors
  - (c) External factors
  - (d) Efficiency factors

4. In the context of airlines, what does the term “product” primarily refer to?
- (a) Aircraft manufacturing process
  - (b) Service offerings to passengers
  - (c) Airline management structure
  - (d) Air traffic control procedures
5. Which of the following is NOT typically considered a part of air travel marketing strategy?
- (a) Route network expansion
  - (b) Pricing of in-flight meals
  - (c) Advertising campaigns
  - (d) Manufacturing costs of aircraft
6. Airport marketing primarily focuses on
- (a) Increasing baggage fees
  - (b) Attracting airlines and passengers
  - (c) Limiting flight schedules
  - (d) Reducing airport security
7. Uniform pricing in airlines refers to
- (a) Setting the same price for all seats on a flight
  - (b) Offering discounts to frequent flyers
  - (c) Varying prices based on booking time
  - (d) Adjusting prices based on customer nationality

8. What is a key evolutionary pattern for modern airport enterprises?
- (a) Reduction in passenger amenities
  - (b) Diversification of revenue streams
  - (c) Limiting international flights
  - (d) Centralization of airport operations
9. Airport alliances typically involve
- (a) Collaboration between airports and airlines
  - (b) Competition between airports in the same region
  - (c) Air traffic control management
  - (d) Airport catering services
10. Non-aviation businesses at airports often include
- (a) Aircraft maintenance facilities
  - (b) Passenger check-in counters
  - (c) Tourist and conference services
  - (d) Airline lounges

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role of digital marketing in modern airline management.
- Or
- (b) Explain the importance of branding in the airline industry.

12. (a) Discuss the advantages and challenges of focus strategies in the airline industry.

Or

- (b) Explain the concept of 'product' in the context of airline services.

13. (a) Explain the importance of brand building in the airline industry.

Or

- (b) Discuss the advantages and disadvantages of using travel agencies.

14. (a) Explain the role of management contracts in airport operations and development.

Or

- (b) Explain the concept of revenue management as applied to airports.

15. (a) Explain the role of crisis management and communication strategies in airport marketing.

Or

- (b) Explain the importance of sustainability initiatives in airport marketing planning.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain in detail market segmentation analysis.

Or

- (b) Explain in detail the challenges and opportunities of implementing effective pricing strategies in the airline industry.

17. (a) Explain the impact of technology and innovation on customer service in the aviation sector.

Or

- (b) Explain in detail the key components of an effective air travel marketing strategy.

18. (a) Discuss the key components of relationship marketing strategies adopted by airlines.

Or

- (b) Discuss the building blocks of airline pricing policies, focusing on uniform and differential pricing strategies.

19. (a) Explain the strategic advantages and operational characteristics of each type of airport.

Or

- (b) Discuss the evolution and importance of airport marketing.



20. (a) Discuss the importance of market research and analysis in airport marketing planning.

Or

- (b) Discuss the importance of logistic services and property management.
-

**C-4870**

**Sub. Code**

**91535**

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

**Third Semester**

**Airlines and Airport Management**

**PRINCIPLES OF LOGISTICS MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary goal of logistics management?
  - (a) Increase production efficiency
  - (b) Ensure timely delivery of goods and services
  - (c) Reduce marketing costs
  - (d) Increase product quality
2. Which of the following is a key component of logistics management?
  - (a) Marketing
  - (b) Human Resources
  - (c) Inventory management
  - (d) Customer service

3. How does logistics management contribute to customer satisfaction?
  - (a) By reducing product prices
  - (b) By ensuring products are delivered on time and in good condition
  - (c) By increasing the number of products available
  - (d) By improving marketing campaigns
4. What is the role of transportation in logistics management?
  - (a) Producing goods
  - (b) Storing inventory
  - (c) Moving goods from one location to another
  - (d) Designing packaging
5. Which of the following best describes a 'lean logistics' strategy?
  - (a) Maintaining high inventory levels
  - (b) Minimizing waste and maximizing efficiency
  - (c) Expanding the logistics network
  - (d) Increasing product variety
6. What is a major benefit of an effective logistics strategy?
  - (a) Increased production time
  - (b) Higher transportation costs
  - (c) Improved supply chain coordination
  - (d) Reduced customer satisfaction

7. What is air freight forwarding?
- (a) The transportation of goods by sea
  - (b) The organization and shipment of goods by air
  - (c) The distribution of goods by rail
  - (d) The storage of goods in warehouses
8. Which document is essential for air freight shipments?
- (a) Bill of Lading
  - (b) Air Waybill
  - (c) Certificate of Origin
  - (d) Packing List
9. How does the Internet of Things (IoT) impact logistics?
- (a) By decreasing the number of products available
  - (b) By connecting devices and systems to improve monitoring and control of logistics processes
  - (c) By eliminating the need for transportation
  - (d) By increasing paperwork
10. What is the primary benefit of using GPS technology in logistics?
- (a) Reducing product quality.
  - (b) Tracking the real-time location of shipments
  - (c) Increasing fuel consumption
  - (d) Decreasing customer satisfaction

**Part B**

(5 × 5 = 25)

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

11. (a) What are the primary and Secondary objectives of logistics management?

Or

- (b) What are the different types of cargo, and how are they classified?

12. (a) Explain the role of logistics Management in Shipping.

Or

- (b) How does integrated logistics management work, and what are its benefits?

13. (a) Enumerate the role of logistics managers in strategic decisions.

Or

- (b) What are some emerging concepts in logistics, and how are they impacting the industry?

14. (a) Explain Special cargoes and how are they handled.

Or

- (b) What are the conditions of a contract in logistics, and why are they important?

15. (a) How is artificial intelligence used in logistics, and what are its benefits?

Or

- (b) Discuss about the role of communication, scanning, and tracking in logistics Communications Scanning.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the interface between logistics and marketing, including how logistics supports marketing objectives.

Or

- (b) Discuss containers, including their types, uses, and benefits in logistics.

17. (a) Briefly explain how logistics can provide a competitive advantage through the logistics framework.

Or

- (b) Enumerate the process and activities in integrated logistics management, including planning, implementation, and control.

18. (a) Explain the strategic role of logistics in an organization, including its impact on customer Satisfaction and cost reduction.

Or

- (b) Discuss the designing and implementing of logistical strategy, including the use of tools and techniques.

19. (a) Explain airfreight consolidation and documentation, including the procedures and Regulations involved.

Or

- (b) Discuss the handling of COD shipments and POD, including the procedures and Regulations involved.

20. (a) Write briefly about electronic data interchanges (EDI) standards, including their benefits and applications in logistics.

Or

- (b) Discuss the use of technology in logistics, including transportation management systems, warehouse management systems, and global positioning systems.
-

<b>C-4871</b>
---------------

<b>Sub. Code</b>
------------------

<b>91543</b>
--------------

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

**Fourth Semester**

**Airlines and Airport Management**

**AIR TRAVEL MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is selected for aerodrome planning purposes determined in accordance with the characteristics of the aeroplane for which an aerodrome facility is intended.
  - (a) Terminal reference code
  - (b) IATA reference code
  - (c) Aviation reference code
  - (d) Aerodrome Reference code
  
2. \_\_\_\_\_ is meant by a product, service or concept that is publicly distinguished from other products, services or concepts so that it can be easily communicated and usually marketed.
  - (a) Marketing
  - (b) Sales
  - (c) Brand
  - (d) Advertisement



3. The travel information manual will be issued by
- (a) ICAO                      (b) IATA
  - (c) DGCA                    (d) PATA
4. A system that allows customers to pay for the bookings and services in a business is called \_\_\_\_\_.
- (a) Point of sale service
  - (b) Booking junction
  - (c) Online system
  - (d) Online portal
5. Transport combination with various modes of transport such as ship, rail, truck, and aeroplane etc., known as \_\_\_\_\_.
- (a) Multi Type Transport
  - (b) Multi Modal Transport
  - (c) Combined Typed Transport
  - (d) Combined Modal Transport
6. The ministry which is responsible for issuance of passports to Indian citizens.
- (a) Ministry of Civil Aviation
  - (b) Ministry of Internal Affairs
  - (c) Ministry of External Affairs
  - (d) Ministry of Electronics and Information Technology

7. The area which lies directly under an imaginary approach surface centered on the extended centerline at each end of a runway is called \_\_\_\_\_.
- (a) Approach area      (b) Runway area  
(c) Service area      (d) Operations area
8. Which of the following is not a component belong to marketing mix?
- (a) Product              (b) Purchase  
(c) Price                (d) Promotion
9. A strategy that focuses on one small segment of the total market population.
- (a) Cost leadership strategy  
(b) Innovation strategy  
(c) Niche strategy  
(d) Growth strategy
10. \_\_\_\_\_ is the process of promoting and selling a service or an intangible good to a specific group of people.
- (a) Service Marketing  
(b) Product Marketing  
(c) Direct Marketing  
(d) Brand Marketing

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the factors contributing to the growth of air transport globally.

Or

- (b) Write briefly about Ultimate Consumers.

12. (a) Write in detail about the Air Freight Policy.

Or

- (b) List out the Merits and De-Merits of Travel Agency Distribution System.

13. (a) Write a summary about TIM.

Or

- (b) Explain in detail about the visa requirement for UK and USA.

14. (a) Discuss briefly about types of passports.

Or

- (b) Write an essay about cabin configuration and classes of services in airlines fleet.

15. (a) Discuss briefly about the Land transportation industry.

Or

- (b) Briefly explain about marketing mix for Service.

**Part C**

(5 × 8 = 40)

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

16. (a) Write a brief summary about the classification of airports airfield components.

Or

- (b) Explain all the steps in preparing Airport Master Plan.

17. (a) Explain about the brand building strategies in airline industry.

Or

- (b) Discuss briefly about the components of marketing strategies.

18. (a) Explain the calculation methods with examples of  
(i) Flying Time  
(ii) Ground Time  
(iii) Elapsed Time

Or

- (b) Write in detail about OAG.

19. (a) Explain briefly about  
(i) Transit Visa  
(ii) On-Arrival Visa  
(iii) Electronic Visa  
(iv) Medical Visa  
(v) Business Visa

Or

- (b) Write an essay about Cost Leadership strategy and Focus strategy.
20. (a) Explain briefly about the various stages in the application of marketing principles to airline management.

Or

- (b) Describe about the customer decisions in airline business.
-

**C-4872**

**Sub. Code**

**91544**

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

**Fourth Semester**

**Airlines and Airport Management**

**AIRPORT AND AIR TRAFFIC SERVICES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. What does an airport apron refer to?
  - (a) The area where passengers board and disembark from aircraft
  - (b) The paved area for aircraft parking, loading, and unloading
  - (c) The area where airport maintenance is conducted
  - (d) The area where airport security checks are performed
2. What is the primary function of an aircraft tow tractor (tug)?
  - (a) To assist with aircraft parking
  - (b) To load and unload cargo
  - (c) To transport passengers to the aircraft
  - (d) To provide in-flight meals

3. Which of the following generates revenue for airports based on the weight of aircraft and duration of stay?
- (a) Passenger fees
  - (b) Landing fees
  - (c) Baggage handling fees
  - (d) Gate rental fees
4. Which of the following would be considered a variable cost for airports?
- (a) Utility bills
  - (b) Property taxes
  - (c) Airport security salaries
  - (d) Airfield lighting maintenance
5. What defines an equinox?
- (a) The time when the Earth is farthest from the Sun
  - (b) The time when the Sun is directly overhead at noon
  - (c) The time when day and night are of approximately equal duration
  - (d) The time when the Sun is closest to the Earth
6. Which of the following best describes latitude?
- (a) The distance of a location north or south of the equator
  - (b) The distance of a location east or west of the Prime Meridian
  - (c) The elevation of a location above sea level
  - (d) The distance between two geographical locations

7. What does an airport emergency response plan include?
- (a) Flight scheduling
  - (b) Airport runway maintenance
  - (c) Emergency contact information
  - (d) Passenger boarding procedures
8. What is the purpose of aircraft load planning?
- (a) To determine the flight route
  - (b) To calculate fuel requirements
  - (c) To ensure safe and efficient loading of passengers, cargo, and fuel
  - (d) To schedule flight crew rotations
9. What is the primary purpose of flying under IFR?
- (a) To minimize fuel consumption
  - (b) To ensure flight safety in adverse weather conditions
  - (c) To maximize passenger comfort
  - (d) To reduce air traffic congestion
10. Which airspace is typically controlled by Air Traffic Control (ATC) and requires communication and clearance for entry?
- (a) Class A
  - (b) Class G
  - (c) Class E
  - (d) Class F



**Part B**

(5 × 5 = 25)

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

11. (a) Compare and differentiate domestic airport with regional airport.

Or

- (b) Explain in detail about apron management.

12. (a) Explain airport costs and their influence in the industry.

Or

- (b) Explain in detail about aerodrome maintenance.

13. (a) Explain Equinox and Solstice in brief.

Or

- (b) Explain Economic and Physical Geography heat zones.

14. (a) List the procedure to be followed for feeling of an aircraft.

Or

- (b) Explain in detail about declared distances.

15. (a) List out of the parts of ATC service and explain.

Or

- (b) Explain the control of ATC over ground zone and air zone of the airport.

**Part C**

(5 × 8 = 40)

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

16. (a) Compare domestic airport, regional airport and international airport. Explain the connection between them.

Or

- (b) Explain the connection between terminal management and apron management in detail.
17. (a) Explain aerodrome maintenance and facilities required in detail.

Or

- (b) Compare hangars and warehouses in an airport elaborately.
18. (a) Explain in detail about freedom of air.

Or

- (b) Explain time zones of earth with clear picture.
19. (a) Explain basic aircraft load planning.

Or

- (b) Explain weight and balance terminologies in airside.

20. (a) Explain the scope and provision of ATC.

Or

(b) Classify ATS air spaces and explain all of them.

---

<b>C-4873</b>
---------------

<b>Sub. Code</b>
------------------

<b>91546</b>
--------------

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

**Fourth Semester**

**Airlines and Airport Management**

**PRINCIPLES OF TOURISM MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which term refers to a person who travels for at least one night away from their usual environment?  
(a) Traveler                      (b) Excursionist  
(c) Tourist                        (d) Visitor
2. What is the primary objective of tourism related to cultural exchange?  
(a) Economic growth  
(b) Recreation  
(c) Education  
(d) Cross-cultural understanding
3. Which component of tourism involves hotels, hostels, and resorts?  
(a) Attractions                      (b) Accommodation  
(c) Transport                        (d) Services

4. What type of tourism involves traveling to another country for leisure or business?
- (a) Domestic Tourism
  - (b) International Tourism
  - (c) Inbound Tourism
  - (d) Outbound Tourism
5. Which organization aims to promote sustainable tourism development globally?
- (a) Pacific Asia Travel Association (PATA)
  - (b) World Tourism and Travel Council (WTTC)
  - (c) United Nations World Tourism Organization (WTO)
  - (d) International Hotel Association (IHA)
6. Which organization focuses specifically on travel and tourism in the Asia-Pacific region?
- (a) World Travel and Tourism Council (WTTC)
  - (b) Ministry of Tourism, Government of India
  - (c) Pacific Asia Travel Association (PATA)
  - (d) India Tourism Development Corporation (ITDC)
7. Which impact of tourism involves the creation of jobs and infrastructure development?
- (a) Social Impact      (b) Economic Impact
  - (c) Cultural Impact    (d) Environmental Impact
8. Which type of impact refers to changes in local traditions and social structures due to tourism?
- (a) Economic Impact
  - (b) Social Impact
  - (c) Environmental Impact
  - (d) Cultural Impact

9. What is the primary focus of entrepreneurship in the tourism industry?
- (a) Operational management
  - (b) Business ideas and innovation
  - (c) Customer service
  - (d) Government regulations
10. What should a tourism entrepreneur understand to be successful in a competitive market?
- (a) Tourist demographics
  - (b) Competition analysis
  - (c) Travel regulations
  - (d) Seasonal trends

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the objectives of tourism.  
Or  
(b) Describe the features of tourism creation.
12. (a) Discuss the components of tourism.  
Or  
(b) Explain the importance of domestic tourism.
13. (a) What is United Nations WTO? Explain its roles.  
Or  
(b) Discuss the Pacific Asia Travel association.
14. (a) Explain the factors affect the tourism sectors.  
Or  
(b) Describe the advantages of economic impacts in tourism.

15. (a) Explain the quality of an Entrepreneur.

Or

- (b) State the functions of travel agency.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the growth and development of tourism.

Or

- (b) Explain the classification of tourism in detail.

17. (a) Describe the various types of tourism.

Or

- (b) Explain the Inter and Intra regional tourism in detail.

18. (a) Describe the functions of Federation of Hotel and Restaurants Association of India.

Or

- (b) Explain the International hotel Association.

19. (a) Explain the negative impacts of tourism in India.

Or

- (b) Describe the positive and negative aspect in the Environmental tourism impacts.

20. (a) Discuss about the Tourism industry in India.

Or

- (b) What is Cost management? Explain its advantages.

**C-4874**

**Sub. Code**

**91513**

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

**First Semester**

**Airline and Airport Management**

**MANAGEMENT PROCESS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define business.
2. What is joint stock companies?
3. Write importance of management theory.
4. What is the function of management?
5. Define planning.
6. What is effective decision process.
7. What is the purpose of a committee in an organization?
8. What are the process of staff selection?
9. Write the importance of controls.
10. Why case study is important in management?



**Part B**

(5 × 5 = 25)

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

11. (a) Write the importance of business organization.

Or

- (b) Distinguish between Business and professional.

12. (a) Write the role of Managerial function.

Or

- (b) Explain the principal of Henry fayol.

13. (a) Differentiate between public utilities and public enterprises.

Or

- (b) Write short note on Brainstorming.

14. (a) Explain the concept of matrix application?

Or

- (b) What is organizational structure.

15. (a) Difference between budgetary and non-budgetary control.

Or

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

**Part C**

(3 × 10 = 30)

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

16. (a) What are the criteria needed to build a successful business? Explain.

Or

- (b) Briefly discuss about various forms of business organization.

17. (a) Explain various stages in the process of planning.

Or

- (b) Explain in detail about project grantt chart.

18. (a) Briefly explain nature and scope of management process.

Or

- (b) In a good organization structure, everybody knows the part he must play and how his role relates to those of others. Good organization structure cannot, however, be a substitute of control.
-

<b>C-4875</b>
---------------

<b>Sub. Code</b>
------------------

<b>91514</b>
--------------

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

**First Semester**

**Airline and Airport Management**

**COMPUTER APPLICATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the advantages of magnetic disk?
2. What is meant by hybrid computer?
3. Difference between save and save as.
4. What is the current version of ms Word?
5. What are the difference between spread sheet and ms excel?
6. What is freezing in excel?
7. Define group in the ppt.
8. What is the use of smart graphs?
9. How to get access to the tools?
10. How will you create a table?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the types of computer.

Or

- (b) Differentiate primary and secondary memory.

12. (a) Describe how to create a custom style in Word.

Or

- (b) Describe procedure to remove spaces in word.

13. (a) Is it possible to add cells? Justify your answer.

Or

- (b) Explain excel in brief.

14. (a) Write the procedure to convert PPT to PDF in MS office.

Or

- (b) Write the procedure to add graphs in ppt.

15. (a) Explain the importance of MS office.

Or

- (b) Write short notes on software used for the editing and presentation purpose.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in details basic anatomy of computers.

Or

- (b) Explain in details, how word documents are protected.

17. (a) Differentiate between the terms “absolute cell referencing” and “relative cell referencing” in Microsoft Excel.

Or

- (b) How will you use design templates in PowerPoint? Explain in detail.

18. (a) What is Ribbon and where does it appear?

Or

- (b) Explain about the procedure to create quiz and its features.
-

<b>C-4876</b>
---------------

<b>Sub. Code</b>
------------------

<b>91515</b>
--------------

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

**First Semester**

**Airline and Airport Management**

**ACCOUNTING FOR MANAGERS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Definition of Accounting.
2. What do you mean by Cost accounting?
3. Distinguish between Trader account and manufacturer account.
4. List the types of accounting error.
5. What do you mean by current ratio?
6. Distinguish between schedule of changes in working capital and funds flow statement.
7. What is Days sales in inventory?
8. What is deferred compensation?
9. What is meant by standard costing?
10. Define LIFO.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain in detail about the types of professional Accounting.

Or

- (b) What is Human Resource Accounting? Discuss the major developments that have led to an increasing focus on HR accountability.

12. (a) What are the benefits of preparation of Profit and Loss Account?

Or

- (b) A seven years lease has been purchased for a sum of Rs.60,000 and it is proposed to depreciate it under the annuity method charging 4% interest. Reference to the annuity table indicates that the required result will be brought about by charging annually Rs.9996.55 to depreciation account. Show how the lease account will appear in each of the seven years.

13. (a) Explain the types of financial analysis.

Or

- (b) What are the merits and Demerits of Cost accounting?

14. (a) Write the disadvantages of FIFO Method of Costing.

Or

- (b) Write short notes on Remuneration. How it is different from incentive?

15. (a) What is Cost-Volume-Profit (CVP) Analysis? Explain the concept of Profit Graph and discuss the assumptions on which construction of profit graph is based.

Or

- (b) Explain about the Limitations of Variance analysis.

**Part C**

(3 × 10 = 30)

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

16. (a) “Financial statements are the only basis for measuring the performance of a company”. Explain your answer.

Or

- (b) From the following particulars prepare a statement in such form as you consider most suitable for showing clearly all element of cost:

	Rs.		Rs.
Opening stock of raw materials	25,000	Carriage on goods sold	1,500
Purchase of raw materials	70,000	Rent and rates of workshop	2,500
Raw materials returned to suppliers	2,000	Fuel, gas and water etc.	1,000
		Repairs to plant	600
Closing stock of raw materials	18,800	Depreciation on machinery	1,400
Wages paid to:		Office expenses	1,500
Productive workers	18,000	Direct chargeable expenses	800
Non-productive workers	2,000	Advertising	1,200
Salaries paid to office staff	5,000	Abnormal loss of raw materials	
Carriage on raw materials purchased	500		1,200



17. (a) Reutter Company manufactures a single product and uses process costing. The company's product goes through two processing departments, Etching and Wiring. The following activity was recorded in the Etching Department during July

Production Data :	Rs.
Unit in process, July 1: Materials 60% complete; Conversion 30% complete	60,000
Units started into production	510,000
Unit in process, July 31 : Materials 80% complete; conversion 40% complete	70,000
Cost data:	
Work in process inventory July 1:	
Materials cost	27,000
Conversion cost	13,000
Cost added during July	
Material cost	468,000
Conversion cost	357,000

Materials are added at several stages during the etching process. The company uses the FIFO method.

- (i) Determine the equivalent units for July for the Etching Department.
- (ii) Compute the costs per equivalent unit for July for the Etching Department.
- (iii) Determine the total cost of ending work in process inventory and the total cost of units transferred to the next process for the Etching Department in July.
- (iv) Prepare a cost reconciliation report for the Etching Department for July.

Or

- (b) Company has the following earnings and shares outstanding during the year:

Quarter 1 : Earnings Rs.50,000, Shares  
outstanding 10,000

Quarter 2 : Earnings Rs.60,000, Shares  
outstanding 12,000

Quarter 3 : Earnings \$70,000, Shares outstanding  
14,000

Quarter 4 : Earnings Rs.80,000, Shares  
outstanding 16,000

Calculate the weighted average earnings per share (EPS) for the year.

18. (a) Pondicherry roadways ltd. Which depreciates its machinery at 10% p.a. On written down value desires to change the basis to straight line method, the rate remaining the same. The decision is taken on 31st December 2005 to be effective from 1st January 2006. On 1st January 2006, the balance in the machinery account is Rs.29,16,000. On 1st July 2006, a part of machinery purchased on 1st January 2006 for Rs.2,40,000 was sold for Rs.1,35,000. On the same day a new machine is purchased for Rs.4,50,000 and installed at a cost of Rs.24,000. Analyze the above case and answer the following questions:
- (i) What was the loss incurred on the machine sold?
  - (ii) What was the book value of unsold machinery on 1-1-2006.
  - (iii) What would be the additional depreciation due to change in method?
  - (iv) What should be the depreciation to be charged for 2006?

Or

- (b) Below is the summary extracted from PQR Ltd., which is in the business of manufacturing cotton. You are required to calculate the total Standard Cost.

- Price (per kg): 13.20
  - Quantity (Kgs): 480.00
  - Hours: 360.00
  - Rate: 10.80
  - Output (kgs): 240.00
-

<b>C-4877</b>
---------------

<b>Sub. Code</b>
------------------

<b>91523</b>
--------------

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

**Second Semester**

**Airline and Airport Management**

**BUSINESS LAW**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define contract.
2. Compare and contrast Misrepresentation and Fraud.
3. Discuss the rights and duties of Agent and Principal.
4. Write about Sections 12 to 15.
5. Define Breach of Warranties.
6. What does section 2(40) describes?
7. What is meant by excisable goods?
8. Define investment.
9. Define Patent act.
10. Define Void and voidable contract.

**Part B**

(5 × 5 = 25)

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

11. (a) What is meant by Sale by description?  
Or  
(b) “Pledge and Hypothecation are same” — Justify.
12. (a) Classify the different kinds of Agent.  
Or  
(b) Write short note on Sale by Person in Possession under Voidable Contract.
13. (a) What do you mean by certificate of incorporation?  
Or  
(b) What is the definition of a company under Indian Companies Act?
14. (a) How MRP is calculated?  
Or  
(b) What is sales tax in India?
15. (a) Write short note on intellectual property rights.  
Or  
(b) Write a short note on consumer protection act.

**Part C**

(3 × 10 = 30)

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

16. (a) Illustrate the various classifications of Contract.  
Or  
(b) Explain in detail about the types of offers

17. (a) Explain in details about the NCLT.

Or

(b) Explain the types of excise duty.

18. (a) What is the difference between Companies Act 1956 and 2013?

Or

(b) Explain Central and state tax act.

---

**C-4878**

**Sub. Code**

**91524**

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

**Second Semester**

**Airline and Airport Management**

**MATHEMATICS FOR MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Find  $A^2$  given that  $A = \begin{bmatrix} 5 & 3 \\ 1 & 3 \end{bmatrix}$ .
2. Explain cordiality of a set and Empty set.
3. Find the value of  $\sum_{n=1}^5 (-1)^{n+1} (2n)$ .
4. The compound interest on a sum of Rs. 725 in 2 years is Rs. 51. Find the rate of interest.
5. What are the advantages of data presentation in Graphical Method?
6. Explain scope shortly.

7. Explain the relationship between mean, median and mode.
8. Write the two regression lines formula.
9. What is meant by frequency distribution?
10. What is meant by time series analysis?

**Part B**

(5 × 5 = 25)

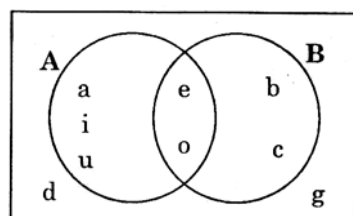
Answer **all** questions, choosing either (a) or (b).

11. (a) Verify that the matrices  $A = \begin{bmatrix} 1 & 3 & 7 \\ 4 & 2 & 3 \\ 1 & 2 & 1 \end{bmatrix}$  and

$$B = \begin{bmatrix} \frac{-4}{35} & \frac{11}{35} & \frac{-5}{35} \\ \frac{-1}{35} & \frac{-6}{35} & \frac{25}{35} \\ \frac{6}{35} & \frac{1}{35} & \frac{-10}{35} \end{bmatrix} \text{ are inverse to each other.}$$

Or

- (b) From the given Venn diagram write the elements of



- (i)  $A$
- (ii)  $B$
- (iii)  $A - B$
- (iv)  $B - A$
- (v)  $A^c$ .



12. (a) Solve  $x + y = 7$ ;  $3x - 2y = 11$ .

Or

- (b) What is the value of an investment of 3500 after 2 years if it earns 1.5% compounded quarterly?
13. (a) Write a short note on statistics and its applications.

Or

- (b) The table given below shows the profit obtained before and after tax payment by a business man on selling cars from the year 2014 to 2017. Construct a graph and identify in which year the company earned maximum profit before paying the tax and also find the minimum profit after paying the tax?

Year	Profit Before Tax	Profit After Tax
2014	195	80
2015	200	87
2016	165	45
2017	140	32

14. (a) The following table gives the weekly expenditure of 200 families. Find the median of the weekly expenditure.

Weekly expenditure:	0-1000	1000-2000	2000-3000	3000-4000	4000-5000
No. of families:	28	46	54	42	30

Or

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

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

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

15. (a) Calculate the seasonal index for the quarterly production of a product using the method of simple averages.

Year	I Quarter	II Quarter	III Quarter	IV Quarter
2005	255	351	425	400
2006	269	310	396	410
2007	291	332	358	395
2008	198	289	310	357
2009	200	290	331	359
2010	250	300	350	400

Or

- (b) Describe the method of semi average.

**Part C**

(3 × 10 = 30)

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

16. (a) Find the inverse of the matrix  $A = \begin{bmatrix} 1 & 2 & 1 \\ 2 & -1 & 2 \\ 1 & 1 & 2 \end{bmatrix}$ .

Commodities	No. of units 2010	Price 2010	Price 2015
Ghee	0.75	550	700
Rent	12	2500	3000
Fuel	8	750	600
Mise	10	3200	3500

Or

(b) Write basic rules for constructing diagrams.

17. (a) Calculate the two regression equations from the data given below.

Prize:	10	12	13	12	16	15
Amount demanded:	40	38	43	45	37	43

Or

(b) Write a short notes about scatter diagram and explain.

18. (a) Calculate the cost of living index number for the year 2015 with respect to base year 2010 of the following data.

Commodities	No. of units 2010	Price 2010	Price 2015
Rice	5	1500	1750
Sugar	3.5	1100	1200
Pulses	3	800	950
Cloth	2	1200	1550

Or

- (b) Compute quartile deviation and its coefficient from the following data.

X: 15 25 35 45 55 65 75

F: 3 2 7 9 12 6 3

---

<b>C-4879</b>
---------------

<b>Sub. Code</b>
------------------

<b>91525</b>
--------------

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

**Second Semester**

**Airlines and Airport Management**

**ORGANIZATIONAL BEHAVIOR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is organizational behaviour?
2. What is perception and motivation?
3. Define perception.
4. Discuss about financial motivation.
5. Define morale importance.
6. How do you measure employee attitude.
7. Discuss group norms
8. Write the types of conflict.
9. Illustrate the importance of Hawthorne Experiment.
10. What are the objectives of organizational development?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss any three determinants of personality.

Or

- (b) Explain the concept of intelligence tests.

12. (a) Explain the fundamental concepts and scope of organizational behavior.

Or

- (b) What is the concept of motivation?

13. (a) Explain the perceptual errors.

Or

- (b) What are the characteristics of an enriched job?

14. (a) Discuss in detail about the process of conflict.

Or

- (b) Explain the factors affecting group cohesiveness.

15. (a) Discuss about the organizational change and effectiveness of it.

Or

- (b) Explain organizational development.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain any three types of intelligent tests.

Or

- (b) Discuss in details about techniques of motivation.

17. (a) Explain in brief about the factors determining job satisfaction.

Or

- (b) Explain the various types of conflict in organization.

18. (a) Explain about Fielders contingency culture.

Or

- (b) Explain the merits of counselling.

---

<b>C-4880</b>
---------------

<b>Sub. Code</b>
------------------

<b>91532</b>
--------------

**BBA DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**Air Line and Airport Management**

**AVIATION INDUSTRY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the four drivers of growth?
2. Mention few aircraft manufactures.
3. List some of the world's major airports.
4. What is a military airport?
5. Why is airport layout important?
6. What is the role of aviation security?
7. What is airport service description?
8. Define boarding pass.
9. What are the common types of threats?
10. Write the main objective when responding to a hijacking situation.



**Part B**

(5 × 5 = 25)

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

11. (a) What are the issues and challenges in Aviation?

Or

- (b) What is the current status of aviation industry in India?

12. (a) Differentiate between domestic and International airports.

Or

- (b) Mention the functions of AAI.

13. (a) Why is operations management important for airlines?

Or

- (b) What are the contribution of ramp services to airport?

14. (a) Write the procedures carried out in Reservation and Ticketing.

Or

- (b) What security checks do check-in baggage go through?

15. (a) How to report an Act of unlawful interference and protect air transport?

Or

- (b) What are the troubleshooting procedures during various crisis?

**Part C**

(3 × 10 = 30)

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

16. (a) Write a detailed note on world airlines and world's major airports.

Or

- (b) Brief a note on  
(i) IATA  
(ii) ICAO

17. (a) Elaborate the handling procedures of CIP, VIP and VVIP.

Or

- (b) Explain the basic principles and responsibilities of freight warehouse management.

18. (a) Explain about the handling of situational awareness in crisis management.

Or

- (b) Define an airport layout. Explain the ground handling procedures associated with an airport.
-

**C-4881**

**Sub. Code**

**91533**

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

**Third Semester**

**Airline and Airport Management**

**AVIATION ANCILLARY SERVICE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by self handling?
2. What are the benefits of outsourcing in aviation?
3. Why is passenger handling important?
4. State the principle of baggage handling system?
5. What is an import cargo?
6. Mention the types of airway bill.
7. What is the role of an escort?
8. Define operations management.
9. State the most important factor in the design of an airport.
10. When did Annex 17 come out?

**Part B**

(5 × 5 = 25)

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

11. (a) What is the importance of aircraft around handling?

Or

- (b) Why do airlines outsource ground handling?

12. (a) Brief about the passenger handling process.

Or

- (b) Write about the steps of baggage handling.

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

Or

- (b) Write the procedure for booking of perishable goods in cargo handling.

14. (a) What challenges are associated with flight catering industry?

Or

- (b) Explain the concept of information dissemination.

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

Or

- (b) Explain about the purpose of screening.

**Part C**

(3 × 10 = 30)

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

16. (a) Detail about a case study on ground handling at abroad.

Or

- (b) Detail the special handling procedures of VVIP's and VIP's.

17. (a) Explain about the regulation in regards to carriage of live animals by air.

Or

- (b) Detail on the scope and functions of an airline medical services with a reference.

18. (a) Explain the function and responsibilities of airport management.

Or

- (b) What does ICAO Annex 17 contain standards and recommended practices SARP'S for?

---

**C-4882**

**Sub. Code**

**91534**

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

**Third Semester**

**Airline And Airport Management**

**AIRLINE AND AIRPORT ORGANIZATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Why is it called Aviation?
2. What are the three major players in airline industry?
3. Write the function of ramp services.
4. What is the meaning of fleet size?
5. Who is the airport operator in India?
6. What is an International cargo Terminal?
7. Mention the role of aviation in tourism industry.
8. Why do airlines use travel agents?
9. What is the importance of airport planning?
10. What are the elements of the terminal planning process?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the major players in airline industry.

Or

- (b) What is the importance of SWOT Analysis?

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

Or

- (b) Brief about the IATA standard ground handling agreement.

13. (a) What is the importance of passenger handling in airport?

Or

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

14. (a) What are the five functions of a tour operator?

Or

- (b) Write about the handling procedure of stretcher passenger.

15. (a) What is the impact of the organizational structures on airport operations?

Or

- (b) What does airport authority do? Explain.

**Part C**

(3 × 10 = 30)

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

16. (a) What are the roles and responsibilities of  
(i) IATA (ii) ICAO

Or

- (b) Explain the importance of documentation in aviation industry.

17. (a) Elaborate the difference between passenger handling process of domestic and international terminals.

Or

- (b) Bring out the special features of international tourism in India.

18. (a) Describe the handling procedures of unaccompanied minors and disabled passengers.

Or

- (b) Write short notes on  
(i) DGCA  
(ii) AAI
-



**C-4883**

**Sub. Code**

**91535**

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

**Third Semester**

**Airline and Airport Management**

**ECONOMICS FOR EXECUTIVES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write about elasticity of demand.
2. Explain risk theory.
3. Define production function.
4. Distinguish between a short period and long period production function.
5. Write the characteristics of monopoly.
6. Define monopolistic competition.
7. What are the key points on marginal productivity theory?
8. List the effect of changes in demand and supply on price.
9. Define Public Finance.
10. Describe the various methods of measuring National Income.

**Part B**

(5 × 5 = 25)

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

11. (a) What are the objectives of Business Firms?

Or

- (b) Discuss the significance of price elasticity of demand.

12. (a) Write a notes on law of variable proportions.

Or

- (b) Explain the term economics of scale. Describe its features.

13. (a) List the features and characteristics of perfect competition.

Or

- (b) Explain the types of price discrimination in detail.

14. (a) Explain the features of dynamic theory of profit.

Or

- (b) What are the causes for differences in wages?

15. (a) Explain the performance of public enterprises in India.

Or

- (b) Discuss the features of price policy in public utilities.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the factors of risk theory in detail.

Or

- (b) What is production function? And explain the factors of production.

17. (a) Discuss the theory of oligopoly. Also draw and explain the demand curve under oligopoly market.

Or

- (b) Explain the theories of profit with suitable examples.

18. (a) Explain the government measures to control monopoly in India.

Or

- (b) Write a short notes on :

- (i) BEP Analysis
  - (ii) GDP and NDP
  - (iii) Cost benefit analysis
  - (iv) Wages
-

**C-4884**

**Sub. Code**

**91536**

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

**Third Semester**

**Airline and Airport Management**

**PERSONALITY DEVELOPMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term observation.
2. Give brief about positive outlook.
3. Define the term empathy.
4. Define the term leadership.
5. Define the term interview.
6. Define cabin crew.
7. What is professionalism?
8. What is grooming?
9. What is illegal questions?
10. What is interview training?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the stages of listening process.

Or

- (b) Explain the importance of positive outlook.

12. (a) Explain the basic methods to improve creativity.

Or

- (b) Write about personal goal setting.

13. (a) Describe the seven rules of motivation.

Or

- (b) Explain about importance of time.

14. (a) What are our time wasters?

Or

- (b) Explain seven steps to success at the interview.

15. (a) Explain about soft skills.

Or

- (b) Explain about training and certification.

**Part C**

(3 × 10 = 30)

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

16. (a) A variety of circumstances can cause mental blocks  
— Discuss.

Or

- (b) Explain the Motivation Tool Chest in detail.

17. (a) Explain the steps involved for effective preparation in an interview.

Or

- (b) Explain attires and professionalism.

18. (a) What are the steps involved to effective follow up of an interview?

Or

- (b) Give tips and tricks for a successive interview.
-

**C-4885**

**Sub. Code**

**91537**

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

**Third Semester**

**Airline and Airport Management**

**YOGA FOR HUMAN EXCELLENCE**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define Yoga.
2. What is meant by Yoga Sutra?
3. Define the limbs of Yoga.
4. Define Karma Yoga.
5. What is use of doing Yogic Practices?
6. Define Yogasana.
7. How many steps are there in Suryanamaskar?
8. List down the types of Mudras.
9. What is meant by Meditation?
10. Write any two benefits of Meditation.

**Part B**

(5 × 5 = 25)

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

11. (a) Narrate the need and scope of Yoga.

Or

- (b) Briefly explain about the Patanjali's Yoga Sutra.

12. (a) Narrate the benefits of Hatha Yoga.

Or

- (b) Write in detail about the importance of Bhakthi Yoga.

13. (a) Narrate the Principles of Yogic Practices.

Or

- (b) Narrate the importance of Yoga in Physical Education.

14. (a) Draw a neat diagram of Suryanamaskar steps.

Or

- (b) Write in detail about the methods and uses of Bandhas.

15. (a) Briefly explain about the School of Meditation.

Or

- (b) Narrate the benefits of Meditation.



**Part C**

(3 × 10 = 30)

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

16. (a) Narrate the aims and objectives of Yoga.

Or

- (b) Briefly discuss about the classification of asanas.

17. (a) Write in detail about the eight limbs of Yoga.

Or

- (b) Briefly explain about the benefits of Kriyas for Diabetics.

18. (a) Write in detail about the Yogasanas and Physical exercise method of teaching.

Or

- (b) Write in detail about the Types of Bandhas.

---

<b>C-4886</b>
---------------

<b>Sub. Code</b>
------------------

<b>91542</b>
--------------

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

**Fourth Semester**

**Airlines and Airport Management**

**PRINCIPLES OF AIRLINE AND  
AIRPORT MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Aviation.
2. What is MoCA?
3. Define ICAO.
4. Write about AOC.
5. Define Airport Management.
6. Write short notes on DGCA.
7. Define Check-in.
8. What is the need of Boarding Pass?
9. Define PPP.
10. Write about AERA.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the current challenges in Airline Industry.

Or

- (b) Explain briefly the Competition in Airline Industry.

12. (a) Explain the need of Governing Bodies for Airline Industry.

Or

- (b) Compare the rules for Domestic and International Air Transportation.

13. (a) Explain the Organizational Structure of Airport Sector.

Or

- (b) List out the Airport Operations and segregate them based on the layout of Airport.

14. (a) Explain the process of immigration in detail.

Or

- (b) Explain the procedure in handling baggages in detail.

15. (a) Compare the scenario of airports between India and Other countries.

Or

- (b) Explain the Regulatory issues in Indian Airports in short.

**Part C**

(3 × 10 = 30)

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

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

Or

- (b) Explain the origin of ICAO. Also explain its Vision and Mission in detail.

17. (a) Explain Airport Master Plan in detail.

Or

- (b) Explain Air Terminal Management in detail.

18. (a) Explain Private Participation International Developments in detail.

Or

- (b) Explain the format on Working of IATA in detail.

---

**C-4887**

**Sub. Code**

**91543**

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

**Fourth Semester**

**Airlines and Airport Management**

**AIR TRAVEL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

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

**Part B**

(5 × 5 = 25)

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

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

Or

- (b) What is Market strategy and why it is important in Airline marketing?

12. (a) Write in brief about Market Segmentation.

Or

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

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

Or

- (b) Porters five force analysis - Elaborate

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

Or

- (b) PLC in aviation industry – Explain.

15. (a) What is strategic planning system?

Or

- (b) List out the stages of Consumer decision making process.

**Part C**

(3 × 10 = 30)

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

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

Or

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

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

Or

- (b) Explain the Relationship marketing in detail.

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

Or

- (b) Write notes on :

- (i) Inflight Service
  - (ii) Cash Flow
  - (iii) Marketing mix
  - (iv) Over Segmentation
  - (v) Perishable Product
-

**C-4888**

**Sub. Code**

**91544**

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

**Fourth Semester**

**Airline and Airport Management**

**LOGISTICS AND AIR CARGO MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the definition of logistics?
2. Explain the concept of Distribution Requirements Planning (DRP) in logistics.
3. What are the types of cargo handled at an airport?
4. Describe the process of cargo handling at an airport.
5. What is the role of transportation in warehousing?
6. What security measures are essential in a warehouse?
7. Why is strategy critical in today's global environment?
8. What are the methods for implementing strategy in cargo logistics?
9. Define air cargo operations and their importance.
10. What is the primary function of a service unit in logistics?



**Part B**

(5 × 5 = 25)

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

11. (a) Provide a brief overview of Material Requirements Planning (MRP).

Or

- (b) What are the advantages of logistics in cargo management?

12. (a) Describe the various types of packaging used in logistics.

Or

- (b) Discuss the role of a warehouse in logistics?

13. (a) What are the key stages in formulating and implementing a strategy?

Or

- (b) Discuss the importance of strategy in today's global environment.

14. (a) Explain significance of air cargo operations.

Or

- (b) What liability issues are associated with air cargo transportation?

15. (a) Provide a brief overview of the cargo handling process at an airport.

Or

- (b) Explain the procedures involved in loading and unloading cargo aircraft.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain green logistics, and how does it aim to reduce environmental impact.

Or

- (b) Briefly discuss the environmental effects of logistics operations.

17. (a) How do warehousing and transportation management influence logistics performance? Explain.

Or

- (b) Explain the components of a logistics system in detail.

18. (a) Explain the recent trends that are currently reshaping the future of air cargo.

Or

- (b) Provide an example of air cargo logistics in India and explain its significance.

---

<b>C-4889</b>
---------------

<b>Sub. Code</b>
------------------

<b>91545</b>
--------------

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

**Fourth Semester**

**Airline and Airport Management**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is relationship marketing?
2. What are the main objectives of Customer Relationship Management?
3. What CRM?
4. Define CRM Strategy.
5. What is automation?
6. Write a short note on contact management.
7. What is benchmarks?
8. Define concept of value chain.
9. What is database marketing?
10. What is a data warehouse?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the key elements of relationship marketing.

Or

- (b) What are the stages of the customer life cycle?

12. (a) Discuss the concept of CRM.

Or

- (b) Discuss the importance of CRM in relationship marketing.

13. (a) Discuss the importance of customer relationship management (CRM) in enterprise marketing.

Or

- (b) What are the core beliefs that drive enterprise marketing management?

14. (a) Why is value chain important to CRM?

Or

- (b) What are the culture change process?

15. (a) What are the challenges involved in implementing a data warehouse?

Or

- (b) Discuss the best practices used in marketing technology.

**Part C**

(3 × 10 = 30)

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

16. (a) What strategies can companies employ to enhance relationship marketing? Explain.

Or

- (b) Explain briefly the relationship marketing types.
17. (a) Discuss in detail how to implement CRM and relationship marketing in an airline industry.

Or

- (b) Explain the relationship between contact management and customer relationships.
18. (a) Provide an example of a company that failed to align with its customer ecosystem and discuss the consequences.

Or

- (b) Define a prospect database and explain its significance in database marketing.
-

<b>C-4890</b>
---------------

<b>Sub. Code</b>
------------------

<b>91546</b>
--------------

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

**Fourth Semester**

**Airline and Airport Management**

**TRAVEL AGENCY OPERATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the key steps involved in establishing a travel agency?
2. What is IATA?
3. State the importance of tour brochures.
4. What role does customer feedback play in shaping tour packages?
5. What are the key functions of airline operational management?
6. What identification is required for passengers boarding a domestic flight?
7. Mention the importance tourism.

8. What is ramp safety?
9. What procedures are in place for lost or delayed pooled baggage?
10. What are the legal obligations of airlines regarding the safety of passengers?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the primary functions of a travel agency in airline and airport management?

Or

- (b) Write a short note about air taxi operations in India.

12. (a) Discuss the parameters which influencing the tour package pricing.

Or

- (b) What are the key legal obligations of tour operators towards their clients?

13. (a) Discuss the role of security screening at domestic airports.

Or

- (b) Discuss the primary objectives of hand baggage screening in airports?

14. (a) Describe the main responsibilities of ramp handlers at airports.

Or

- (b) Discuss the primary functions of an airline terminal?

15. (a) What additional documents might be needed for international travel beyond a passport and visa?

Or

- (b) What are the main types of travel documents required for international travel?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the airport handling functions of IATA.

Or

- (b) Briefly explain the roles and responsibilities of travel agents.

17. (a) How can tour costing and pricing be optimized to enhance revenue? Explain

Or

- (b) What steps should be taken if a delayed flight becomes a crisis situation. Explain?

18. (a) Discuss in detail emerging trends in international tourism.

Or

- (b) Briefly explain the important documents required for international travel.

---



<b>C-4891</b>
---------------

<b>Sub. Code</b>
------------------

<b>91547</b>
--------------

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

**Fourth Semester**

**Airlines and Airport Management**

**RETAIL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are retailing factors?
2. List out the two functions of retailing.
3. What is Data base management?
4. Define warehousing.
5. What are the objectives of goods store design?
6. How do you reduce the inventories loss?
7. What do you mean by breakeven point?
8. What is retail environment?
9. Define Supermarket.
10. List out the threats of global retailer.

**Part B**

(5 × 5 = 25)

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

11. (a) Write briefly about the factors influencing retailing.

Or

- (b) Enumerate the functions of Retailing.

12. (a) What are the trends prevailing in the retailing strategy?

Or

- (b) What do you mean by Strategic retailing planning process?

13. (a) Brief about the types of layout.

Or

- (b) What are the challenges in retail developing in India?

14. (a) Discuss briefly about the legislation of retailing.

Or

- (b) Write briefly about global retailing strategy.

15. (a) Explain the importance of warehouse clubs.

Or

- (b) Explain the guidelines of retailing as a career.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the role, nature and importance of Retailing with examples.

Or

- (b) Explain the Merits and Demerits of FDI with examples.

17. (a) Differentiate between foreign retailer and US market.

Or

- (b) What are the reasons and problems happening in FDI in foreign market?

18. (a) Write short notes on:

- (i) DBMS
- (ii) Goods store
- (iii) Warehouse club
- (iv) Corporate chain
- (v) Inventory

Or

- (b) Explain in detail about challenges and threats in global retailing.
-

**C-4892**

**Sub. Code**

**91551**

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

**Fifth Semester**

**Airlines and Airport Management**

**AIRCRAFT MAINTENANCE AND CREW MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 2 = 20)

Answer **all** questions.

1. What is TOM?
2. What is a failure rate pattern?
3. What is Feedback?
4. What are the advantages of forecasting?
5. Explain about Flight control crew management.
6. Explain about CRMIE and CRMI.
7. What is LOSA?
8. What is James reason's Swiss cheese model?
9. Explain about Skills needed for CRM.
10. What are some poor skills that lead to unsafe supervision?

**Section B**

(5 × 5 = 25)

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

11. (a) Explain about the role of an engineer and mechanic.

Or

- (b) What is POM? Explain with appropriate guidelines.

12. (a) Explain about Forecasting and feedback.

Or

- (b) What are airline libraries and explain its uses.

13. (a) Explain about CRM standards and Training.

Or

- (b) What are defined maintenance intervals and explain about the trainers involved in CRMI and CRMIEs.

14. (a) Explain about LOSA and its relationship with CRM.

Or

- (b) Explain about SOPs.

15. (a) Explain about hangar and the maintenance activities carried out in a hangar.

Or

- (b) Explain about CRM training factors involved and how are they monitored.

**Section C**

(3 × 10 = 30)

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

16. (a) Explain about POM and TOM in detail.

Or

- (b) Explain about Control of publication and computers used in aviation.

17. (a) Explain about Production Planning and Control in detail.

Or

- (b) What is MRM and what are the desired skills needed for proper CRM management?

18. (a) Explain about Human performance analysis through HFACS.

Or

- (b) How are accidents and incidents reported and the data from it been analyzed and collected?

\_\_\_\_\_

<b>C-4893</b>
---------------

<b>Sub. Code</b>
------------------

<b>91552</b>
--------------

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

**Fifth Semester**

**Airline and Airport Management**

**AIRLINE MARKETING AND AVIATION SAFETY  
MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define airline marketing.
2. Define marketing strategy.
3. State the importance of marketing.
4. How does advertising differ from public relations in the context of airline marketing?
5. List the sources of financial benefits.
6. State the importance cost reduction.
7. What is runway incursions?
8. Mention the importance of weather factors.
9. Describe bird strike accident.
10. State the importance of aircraft maintenance.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the political factors which influencing the airline marketing.

Or

- (b) What strategies can airlines adopt to market their efforts in reducing carbon emissions and promoting green practices?

12. (a) Discuss the impact of globalization on the air freight market.

Or

- (b) Discuss the glossary of aviation terms and marketing terms.

13. (a) Discuss the importance of fuel efficiency in the airline industry.

Or

- (b) How can airlines optimize their workforce to enhance the revenue?

14. (a) What are the most common types of human errors encountered in airline marketing?

Or

- (b) Discuss the primary causes of mid-air collisions in aviation?

15. (a) What psychological factors can lead to poor decision-making in aviation?

Or

- (b) Discuss the primary safety management responsibilities of airport operators.



**Part C**

(3 × 10 = 30)

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

16. (a) Discuss in detail about the PESTE analysis.

Or

- (b) Explain briefly porters five forces and its application.

17. (a) List and briefly explain the elements of the promotion marketing.

Or

- (b) Explain the role of marketing automation in reducing labor costs.

18. (a) Explain in detail about human reliability assessment.

Or

- (b) What lessons were learned from the Boeing 737 MAX disasters regarding safety management? Explain.
-

<b>C-4894</b>
---------------

<b>Sub. Code</b>
------------------

<b>91553</b>
--------------

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

**Fifth Semester**

**Airline and Airport Management**

**AIR TRAFFIC CONTROL**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the primary function of Air Traffic Control?
2. What is VFR?
3. What is air traffic service?
4. Write a short note on position report in ATS.
5. What are the primary functions of flight information alerting services in ATS?
6. Define radar terminology.
7. Define Aerodrome Reference Point
8. What is Aerodrome data?
9. What are the key techniques for effective visual navigation in ATS?
10. What are the primary types of visual aids used to denote obstacles in ATS?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the scope of ATC's.

Or

- (b) What is the role of meteorology in air traffic control?

12. (a) Differentiate between RNAV and traditional navigation methods.

Or

- (b) Explain the difference between an upper and lower ATS route.

13. (a) List the main differences between primary and secondary radar systems in ATS.

Or

- (b) What are the challenges of using radar in approach control service?

14. (a) Discuss the basic terminology of aerodrome data.

Or

- (b) What is the role of altitude in determining runway length requirements?

15. (a) What is a wind direction indicator and how does it function in air traffic control?

Or

- (b) What is a Landing Direction Indicator (LDI) and its primary purpose in air traffic services?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the role of air traffic controllers in ensuring flight safety.

Or

- (b) Explain the classification of airspace.

17. (a) Explain in detail lateral and longitudinal separation based on time and distance.

Or

- (b) Compare and contrast the data provided by primary and secondary radars and how they are used in ATS to ensure safe airspace management.

18. (a) Discuss in detail aerodrome reference code and its elements.

Or

- (b) Briefly explain visual aids for navigation markings and lights.

---

<b>C-4895</b>
---------------

<b>Sub. Code</b>
------------------

<b>91554</b>
--------------

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

**Fifth Semester**

**Airline and Airport Management**

**AIR TRANSPORT IN TOURISM**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term 'air transport.
2. How do airlines promote tourism?
3. What is the meaning of world tourism?
4. State the objectives of ICAO.
5. State the importance of star ratings.
6. Mention the types of hotels.
7. Define IATA.
8. State the importance of customer service in air tourism.
9. What are the requirements of group travel?
10. What is a Destination management companies in tourism?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the principles of travel and tourism in air transport.

Or

- (b) Discuss the impact of air transport on the accessibility of remote tourist destinations.

12. (a) Discuss attractions of passenger in world tourism.

Or

- (b) Discuss the objectives of ICAO.

13. (a) What is the difference between boarding and lodging houses?

Or

- (b) Explain the classification rating system.

14. (a) How does currency fluctuations affect travel and tourism?

Or

- (b) Explain the commission policies in air tourism.

15. (a) Discuss the characteristics of mass tourism?

Or

- (b) Discuss the important festivals and seasons targeted by air tourism.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the relationship between air transport and tourism development. Provide examples to support your answer.

Or

- (b) Explain air transport and tourist attractions during festivals and public holidays.
17. (a) Explain in detail Airport handling functions of IATA.

Or

- (b) Explain the hotel services and facilities.
18. (a) Explain the services provided by IATA approved travel agent.

Or

- (b) Briefly explain the medical tourism.
-

<b>C-4896</b>
---------------

<b>Sub. Code</b>
------------------

<b>91555</b>
--------------

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

**Fifth Semester**

**Airline and Airport Management**

**SERVICE MARKETING/PUBLIC RELATIONS IN  
AVIATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define elements of design.
2. What is distributing service?
3. State the importance of marketing in hospitality.
4. What do you mean by quality of service?
5. What are the issues in public relation?
6. Define media neutrality.
7. What is the role of public relation?
8. List the public relation problems.
9. State the importance of prioritization in public relation.
10. What is human relations?



**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the nature of services in marketing.

Or

- (b) Describe the unique features of developing in service marketing.

12. (a) What is the purpose of customer support service?

Or

- (b) Explain leisure services.

13. (a) Write the difference between airport operators and air operators.

Or

- (b) Discuss the Do's and Don'ts in media handling.

14. (a) How do you communicate in a crisis situation, Explain?

Or

- (b) Discuss the steps of public relation process.

15. (a) Write the procedure for successful PR of an organization.

Or

- (b) Discuss the procedure of evaluating the PR Program.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail types of service marketing.

Or

- (b) Explain briefly Marketing plan with examples.

17. (a) Discuss in detail about media neutrality and its significance.

Or

- (b) Explain Distribution strategy for new product/service in airlines for marketing success.

18. (a) Discuss in detail elements of public relations.

Or

- (b) Explain the basic steps in crisis management planning and programming.

\_\_\_\_\_

**C-4897**

**Sub. Code**

**91556**

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

**Fifth Semester**

**Airline and Airport Management**

**CONSUMER BEHAVIOR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State importance of consumer retention.
2. Define consumer.
3. What are the main paradigms of consumer behavior?
4. List the types of consumer research.
5. What is consumer learning?
6. How do you measure the consumer learning?
7. What are the primary characteristics that define different consumer classes?
8. What is life style in consumer behavior?
9. Define decision making.
10. What is leadership?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the consumer value satisfaction.

Or

- (b) Explain the marketing ethics in consumer behavior.

12. (a) How can consumer motives be measured effectively?

Or

- (b) What research methods are most effective in measuring consumer perception?

13. (a) What factors influence the effectiveness of consumer learning strategies?

Or

- (b) What are the limitations of behavioral learning theories in understanding consumer behavior?

14. (a) How does social class affect consumer behavior?

Or

- (b) Discuss the key principles of cross cultural customer behavior.

15. (a) Discuss the types of consumer decision making.

Or

- (b) Discuss the economic model of consumer decision making.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the importance and discipline of consumer behavior.

Or

- (b) Explain the importance and role of marketing ethics.

17. (a) Explain in detail about consumer research process.

Or

- (b) Briefly explain the principles of behavioral learning theories.

18. (a) Explain in cross cultural customer behavior strategies in detail.

Or

- (b) Discuss the impact of opinion leaders in consumer behavior.

---

<b>C-4898</b>
---------------

<b>Sub. Code</b>
------------------

<b>91561</b>
--------------

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

**Sixth Semester**

**Airline and Airport Management**

**AIR TRANSPORTATION SAFETY AND SECURITY**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is air transportation?
2. State the importance of screening in the airports.
3. Define terrorism.
4. What is nuclear terrorism?
5. What is hijacking.
6. What is air transportation security act?
7. What is ICAO?
8. State the importance of aviation safety assessment programme.
9. What are the different types of explosives.
10. State the importance of fire security scanner at airport.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the importance of Air transportation safety.

Or

- (b) How do detection techniques vary between domestic and international airports?

12. (a) Discuss the historical background of the Palestine Liberation Organization (PLO)?

Or

- (b) Discuss the aircraft as missiles in terrorist attacks?

13. (a) Explain the responsibilities of sky marshal programme.

Or

- (b) Discuss the crimes against humanity.

14. (a) Discuss the Tokyo convention act.

Or

- (b) Discuss about biological and chemical warfare.

15. (a) List the detecting techniques used for drug and explosives at airport?

Or

- (b) Discuss the recent technologies adopted in airport safety and security.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in detail about metal detectors and X ray inspections at airports.

Or

- (b) Briefly explain the air transportation safety and security at airports and in airways.
17. (a) How do post-9/11 security enhancements continue to influence current air transportation security practices? Explain.

Or

- (b) Explain the importance of airport security programme in detail.
18. (a) Explain in detail about transportation security administration.

Or

- (b) Explain in detail about the functions and application of microwave holographic imaging techniques.
-



<b>C-4899</b>
---------------

<b>Sub. Code</b>
------------------

<b>91562</b>
--------------

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

**Sixth Semester**

**Airline and Airport Management**

**AIR REGULATIONS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Describe the civil aviation regulation authority.
2. List out the function of DGCA.
3. What is the primary purpose of aircraft rules?
4. State the objectives of Aircraft Act 1934.
5. State the objective of 1971 act.
6. State the importance of air corporation act.
7. Mention the importance of CAR.
8. What is Air safety?
9. State the Tokyo convention.
10. What is International Air Services Transit Agreement?

**Part B**

(5 × 5 = 25)

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

11. (a) Define air regulations and explain their importance.

Or

- (b) What are the main objectives of the DGCA in ensuring aviation safety and security?

12. (a) What is general condition of flying under aircraft rule of 1937?

Or

- (b) Discuss in detail suppression of unlawful act against safety of civil aviation.

13. (a) Discuss the air corporations act of 1994.

Or

- (b) Explain the section 27 in air corporation act 1953.

14. (a) Discuss the design standards and type certification under CAR section 6.

Or

- (b) Write a short note on CAR Section 1 and 2.

15. (a) Describe the impact of the Warsaw Convention on international air transport.

Or

- (b) What are the key international conventions governing civil aviation, and how do they impact aircraft rules?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the roles and responsibilities of DGCA in Indian civil aviation.

Or

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

17. (a) Explain the key provisions established by the Aircraft Act of 1934.

Or

- (b) Explain Act no 43 of 1971 under international airport authority of India.

18. (a) Explain the different categories of licenses covered in CAR Section 2 and 3.

Or

- (b) Briefly discuss about the functions of international conventions in aviation law.
-

<b>C-4900</b>
---------------

<b>Sub. Code</b>
------------------

<b>91563</b>
--------------

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

**Sixth Semester**

**Airline and Airport Management**

**AIRLINE AND AIRPORT MARKETING MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define airline and airport marketing.
2. Define market segmentation.
3. Define air travel marketing and its significance.
4. What are Porter's Five Forces?
5. Define revenue management.
6. What is differential pricing?
7. Discuss the primary objectives of an airport enterprise.
8. What are the core operational activities of an airport enterprise?
9. Describe non-aviation business.
10. Define non-aviation businesses in the airport management.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the differences between airline marketing and airport marketing.

Or

- (b) Describe the four elements of the marketing mix.

12. (a) Discuss the potential benefits of implementing focus strategies for airlines and airports.

Or

- (b) Explain the importance of marketing strategies in airline industry.

13. (a) What are the advantages and disadvantages of using third-party distribution channels?

Or

- (b) Discuss the importance of revenue promotion strategies for airlines and airports.

14. (a) Discuss the different types of ownership models for airports.

Or

- (b) Discuss the factors that influence an airport's market positioning.

15. (a) Discuss the importance of logistics services.

Or

- (b) Discuss the importance of effective property management for airport profitability.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the concept of the marketing mix (4Ps) in the context of airlines and airports.

Or

- (b) Explain how advancements in technology are influencing airline marketing strategies.

17. (a) Explain the significance of the Michel porter's Five Factors model in strategic planning for airlines and airports.

Or

- (b) Explain the different types of distribution channels used in the airline industry.

18. (a) Explain how airports influence the economic development of their surrounding regions.

Or

- (b) Explain in detail about philosophy of commercial airports.

---

**C-4901**

**Sub. Code**

**91564**

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

**Sixth Semester**

**Airline and Airport Management**

**AIRCRAFT MAINTENANCE MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the primary goals of aircraft maintenance.
2. List out the types of aircraft maintenance.
3. What is ATA document standard?
4. State the importance of documentation.
5. Define production planning and control.
6. What is the role of feedback in the planning process for aircraft maintenance management?
7. What is maintenance control center?
8. What are the skills required for crew in aviation maintenance?
9. Mention the types of reliability.
10. What is quality standard?

**Part B**

(5 × 5 = 25)

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

11. (a) Define a Maintenance Steering Group (MSG) and explain its role in aircraft maintenance management.

Or

- (b) Provide an example of a successful reliability redesign initiative in the aviation industry and its impact on maintenance practices.

12. (a) How do regulatory documents ensure the safety and reliability of aircraft maintenance practices?

Or

- (b) How do maintenance organizations ensure the safety and reliability of aircraft?

13. (a) Discuss the different methods used for forecasting maintenance needs in aviation.

Or

- (b) Discuss the importance of technical training.

14. (a) What are the primary functions and responsibilities of the MCC?

Or

- (b) Discuss the line maintenance operations.

15. (a) Why is quality assurance important in aircraft maintenance?

Or

- (b) Discuss the process of implementing an ISO 9000 quality management system in an aircraft maintenance organization.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the role of reliability data in the decision-making process of a Maintenance Steering Group.

Or

- (b) Explain how maintenance intervals are determined.

17. (a) Explain the significance of standardizing maintenance procedures through ATA document standards.

Or

- (b) Explain the importance of training in aviation maintenance in detail.

18. (a) Explain in detail about maintenance control center.

Or

- (b) Explain the process of reporting an accident or injury in an aircraft maintenance environment.

\_\_\_\_\_

<b>C-4902</b>
---------------

<b>Sub. Code</b>
------------------

<b>91565</b>
--------------

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

**Sixth Semester**

**Airline and Airport Management**

**AVIATION RESOURCE MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Describe the key principle of CRM.
2. What are some common cultural barriers that can affect CRM practices?
3. State the importance of cabin crew communication.
4. How do CRM principles influence flight attendants' job performance?
5. What are the physiological and psychological effects of fatigue on performance?
6. Discuss the key strategies for managing stress in aviation.
7. What technological skills are necessary for airline pilots in operating modern aircraft?

8. Define the primary objectives of pilot and crew member training
9. Define the structure of aviation operational information.
10. What future trends do you foresee in aviation operational information and resource management?

**Part B**

(5 × 5 = 25)

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

11. (a) Define Crew Resource Management (CRM) and its significance in aviation.

Or

- (b) Discuss the goals of human assessment within CRM programs.

12. (a) Discuss the impact of effective communication on flight safety and efficiency.

Or

- (b) Discuss the key performance indicators (KPIs) used to evaluate flight attendants' job performance

13. (a) Discuss the different types of fatigue experienced by aviation personnel.

Or

- (b) Discuss the crew responsibilities in air ambulance service.

14. (a) Explain the role of flight simulators in pilot training.

Or

- (b) Explain the pilot selection process.

15. (a) Define aviation operational information and its significance in aviation resource management.

Or

- (b) Provide an example of a technology or system that improves the management of aviation operational information.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the key components of CRM training in general aviation.

Or

- (b) Explain how human factors training can be incorporated into CRM programs

17. (a) What lessons can be learned from incidents where poor teamwork and communication contributed to an emergency situation. Explain.

Or

- (b) Explain the role of Crew Resource Management (CRM) in addressing fatigue.

18. (a) Explain the relationship between human factors and organizational learning in aviation.

Or

- (b) What emerging technologies are expected to transform aviation operational information in the next decade?