

**C-7152**

**Sub. Code**

**92011**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.**

**First Semester**

**Airline and Airport Management**

**MANAGEMENT PRACTICES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Management can be defined as:
  - (a) Only planning and organizing
  - (b) Science, theory, and practice
  - (c) Social responsibility alone
  - (d) None of the above
  
2. The external environment of management includes:
  - (a) Employees' internal grievances
  - (b) Policies within the organization
  - (c) Social, economic, and legal factors outside the organization
  - (d) Only the financial aspects of a company
  
3. Ethics in management primarily deal with:
  - (a) Creating profits for the organization
  - (b) Following moral principles in decision-making
  - (c) Avoiding risks and challenges
  - (d) Limiting creativity in decision-making

4. What is the first step in the planning process?
  - (a) Decision-making
  - (b) Setting objectives
  - (c) Global planning
  - (d) Monitoring and evaluation
  
5. A strategy in planning refers to:
  - (a) A long-term action plan to achieve goals
  - (b) Random decision-making
  - (c) Daily operational tasks
  - (d) None of the above
  
6. In organizational structure, decentralization means:
  - (a) Centralizing all decision-making authority
  - (b) Delegating authority to lower levels in the organization
  - (c) Removing communication in management
  - (d) Limiting the role of managers
  
7. Which of the following is a key element of coordination?
  - (a) Motivation
  - (b) Miscommunication
  - (c) Avoidance of leadership
  - (d) Lack of group decision-making
  
8. Preventive control is used to:
  - (a) Identify issues after they occur
  - (b) Ensure no issues arise in the first place
  - (c) Monitor only employee behaviour
  - (d) Focus solely on financial management
  
9. Total Quality Management (TQM) focuses on:
  - (a) Quality improvement through all levels of an organization
  - (b) Speed of production
  - (c) Decreasing customer satisfaction
  - (d) Limiting employee involvement

10. The term “JIT” in management stands for:
- (a) Just in Time
  - (b) Jobs in Training
  - (c) Judgment in Technology
  - (d) None of the above

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the evolution of management thought.

Or

- (b) Describe the external environment in management.

12. (a) Discuss the objectives and strategies in planning.

Or

- (b) Write a short note on global planning.

13. (a) Explain the concept of line and staff authority.

Or

- (b) Describe the features of an effective organizational structure.

14. (a) Discuss the importance of motivation in coordination.

Or

- (b) Explain the role of committees in group decision-making.

15. (a) What is TQM? Discuss its importance in management.

Or

- (b) Write a short note on global controlling challenges.

**Part C**

(5 × 8 = 40)

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

16. (a) Elaborate on the patterns of management analysis with suitable examples.

Or

- (b) Discuss the role of ethics in global and comparative management.

17. (a) Explain the nature and purpose of planning in detail.

Or

- (b) Discuss various decision-making processes in planning with examples.

18. (a) Describe the organizational structure with an emphasis on decentralization.

Or

- (b) Elaborate on global organizing and its challenges.

19. (a) Explain the human factors involved in coordination and their impact.

Or

- (b) Describe the communication process in global leading.

20. (a) Discuss various control techniques and their applications in operations management.

Or

- (b) Explain the emerging practices in management, such as Six Sigma and JIT.

**C-7153**

**Sub. Code**

**92012**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**First Semester**

**Airline and Airport Management**

**ORGANIZATIONAL BEHAVIOUR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Organizational Behaviour is primarily concerned with:
  - (a) Financial control
  - (b) Human behaviour in organizations
  - (c) Operational strategies
  - (d) Market analysis
  
2. The Big Five personality traits include:
  - (a) Openness, Emotional stability, Confidence, Extraversion, and Strength
  - (b) Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism
  - (c) Creativity, Intelligence, Teamwork, Optimism, and Trust
  - (d) Planning, Organizing, Leading, Controlling, and Monitoring

3. Emotional intelligence (EI) in management refers to:
  - (a) Logical decision-making
  - (b) Awareness and management of emotions
  - (c) Statistical forecasting
  - (d) Controlling employees
  
4. Perception in Organizational Behaviour is:
  - (a) The process of physical action
  - (b) How individuals interpret and understand their surroundings
  - (c) Managing operations
  - (d) Setting rules and regulations
  
5. Conflict resolution strategies include:
  - (a) Avoidance, Compromise, and Collaboration
  - (b) Criticism, Competition, and Withdrawal
  - (c) Ignorance and avoidance only
  - (d) Increased pressure tactics
  
6. The stages of team development include:
  - (a) Formation, Conflict, Solution, Action
  - (b) Forming, Storming, Norming, Performing, and Adjourning
  - (c) Brainstorming, Testing, Reviewing, and Approving
  - (d) Initiating, Adjusting, Reviewing, and Finalizing

7. Organizational politics involves:
  - (a) Manipulating people and resources
  - (b) Influencing others to achieve personal goals
  - (c) The study of government systems
  - (d) Only adhering to corporate rules
  
8. Corporate culture can be described as:
  - (a) A set of rules imposed by management
  - (b) Shared values, beliefs, and behaviours within an organization
  - (c) The organization's financial policies
  - (d) Employee performance appraisals
  
9. Homogeneity in national culture refers to:
  - (a) A mixture of diverse cultural backgrounds
  - (b) Similarity in cultural practices across a region
  - (c) Conflict between different communities
  - (d) None of the above
  
10. Managing workforce diversity requires:
  - (a) Ignoring differences and focusing only on performance
  - (b) Promoting inclusiveness and respecting differences
  - (c) Avoiding cross-cultural collaboration
  - (d) Limiting opportunities for minority groups

**Part B**

(5 × 5 = 25)

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

11. (a) Define Organizational Behaviour and explain its importance.

Or

- (b) Describe the evolution of Organizational Behaviour as a discipline.

12. (a) What are the key components of emotional Intelligence (EI)?

Or

- (b) How does perception influence workplace behaviour?

13. (a) List the different sources of stress in an organization.

Or

- (b) Explain conflict resolution strategies with examples.

14. (a) Explain the term 'organizational culture' with an example.

Or

- (b) What are the types of organizational politics? Provide examples.

15. (a) What are the challenges in managing cultural diversity in the workplace?

Or

- (b) Explain the role of cultural values in shaping team behaviour.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss in detail the Big Five personality traits and their impact on workplace behaviour.

Or

- (b) Explain the psychoanalytical theory of personality and its relevance to Organizational Behaviour.

17. (a) Explain the stages of team development with examples. How does each stage affect team performance?

Or

- (b) Analyze the impact of group dynamics on team decision-making.

18. (a) Define stress management and describe the techniques to handle stress effectively in an organization.

Or

- (b) Explain how stress affects team performance and provide methods to mitigate it.

19. (a) Analyze the concept of organizational change. Explain how resistance to change can be managed effectively.

Or

- (b) Describe the role of leadership in implementing organizational change successfully.

20. (a) Discuss how globalization has influenced workforce diversity.

Or

- (b) Explain the strategies to promote inclusiveness in a multicultural workplace.
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**C-7154**

**Sub. Code**

**92013**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.**

**First Semester**

**Airline and Airport Management**

**PRINCIPLES OF AVIATION MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What does “General Aviation” refer to?
  - (a) Commercial passenger flights
  - (b) Personal and business flights
  - (c) Cargo transportation
  - (d) Military aviation
  
2. Which of the following is NOT a component of aviation management structure?
  - (a) Operational management
  - (b) Marketing management
  - (c) Air transport system
  - (d) Infrastructural management
  
3. What is the primary focus of regulatory management in aviation?
  - (a) Enhancing passenger experience
  - (b) Controlling airport pricing and safety
  - (c) Improving airline competition
  - (d) Promoting general aviation

4. What is a critical aspect of terminal management?
  - (a) Handling cargo efficiently
  - (b) Managing passenger flow
  - (c) Pricing tickets
  - (d) Assigning airline crew
  
5. What is the purpose of airport privatization?
  - (a) Increase government control
  - (b) Improve efficiency and operations
  - (c) Reduce passenger traffic
  - (d) Eliminate competition
  
6. Which principle is critical for good regulatory practices?
  - (a) Transparency
  - (b) Secrecy
  - (c) Profit maximization
  - (d) Operational delays
  
7. What is the primary challenge in managing airport congestion?
  - (a) Lack of pilots
  - (b) Limited airspace and infrastructure
  - (c) High ticket prices
  - (d) Low passenger volume
  
8. What is the key objective of general aviation airports?
  - (a) Maximize commercial traffic
  - (b) Support general aviation activities
  - (c) Operate airline hubs
  - (d) Enhance cargo transport
  
9. What is the meaning of air freedom rights in aviation?
  - (a) Passenger rights during flights
  - (b) Rights allowing airlines to operate internationally
  - (c) Reduced security measures at airports
  - (d) Exemption from aviation taxes

10. What does “Aerodrome Reference Plan” address?
- (a) Aircraft designs
  - (b) Passenger satisfaction surveys
  - (c) Airport planning and design
  - (d) Airline pricing strategies

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role of air transport in fostering international trade.
- Or
- (b) Discuss the organizational chart of an airline and the functions of line departments.
12. (a) What are air freedom rights, and how do they impact airline operations?
- Or
- (b) Explain the steps involved in creating an Aerodrome Reference Plan.
13. (a) What are the different types of airport regulations, and why are they important?
- Or
- (b) Discuss the principles of airport protection and the role of surveillance.
14. (a) Describe the types of general aviation activities and their importance.
- Or
- (b) Explain the role of the general aviation support industry.
15. (a) What is slot trading, and how does it impact air traffic management?
- Or
- (b) Discuss the objectives and models of airport privatization in the Indian civil aviation industry.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the organizational chart of an airline and the functions of its staff and line departments.

Or

- (b) Discuss the economic and social benefits of the aviation industry.

17. (a) Analyze the impact of the Open Sky policy on price competition and airline operations.

Or

- (b) Explain the process of creating an Aerodrome Reference Plan and its influencing factors.

18. (a) Describe the forms of regulatory mechanisms and their application in airport price regulation.

Or

- (b) Explain the principles of airport protection and passenger screening.

19. (a) Discuss the significance of general aviation support industries in modern aviation.

Or

- (b) Analyze the role of business and personal flying in the general aviation market.

20. (a) Discuss the role of slot trading and its impact on air traffic management.

Or

- (b) Evaluate the privatization of Indian airports and its objectives.
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**C-7155**

**Sub. Code**

**92014**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**First Semester**

**Airline and Airport Management**

**AIRPORT ECONOMICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the significance of airport governance?
  - (a) Passenger satisfaction
  - (b) Ensuring financial accountability
  - (c) Infrastructure planning
  - (d) Operational safety
  
2. What is the primary purpose of slot trading?
  - (a) Enhancing passenger flow
  - (b) Increasing airline revenue
  - (c) Allocating takeoff and landing rights
  - (d) Decreasing runway congestion
  
3. Which factor is not considered in airfield operational capacity?
  - (a) Weather conditions
  - (b) Airport terminal size
  - (c) Runway allocation
  - (d) Baggage handling efficiency

4. What does the hub-and-spoke strategy focus on?
  - (a) Direct connections between all cities
  - (b) Centralized connections through key airports
  - (c) Reducing airport costs
  - (d) Optimizing passenger satisfaction
  
5. What is a significant source of non-aeronautical revenue for airports?
  - (a) Parking fees
  - (b) Airline service charges
  - (c) Slot fees
  - (d) Runway usage charges
  
6. Which is a key factor in determining airport pricing?
  - (a) Passenger behaviour
  - (b) Operational delays
  - (c) Cost recovery and compensation
  - (d) Airline collaboration
  
7. What does airport privatization aim to achieve?
  - (a) Reduced ticket prices
  - (b) Enhanced government control
  - (c) Increased operational efficiency
  - (d) Standardized infrastructure
  
8. What is the primary role of regulatory mechanisms in airport management?
  - (a) Facilitate privatization
  - (b) Improve customer experience
  - (c) Ensure fair pricing and competition
  - (d) Control delays
  
9. What does ‘slot aviation’ primarily deal with?
  - (a) Allocation of parking spaces
  - (b) Passenger distribution
  - (c) Management of airline schedules
  - (d) Financial planning



**Part C**

(5 × 8 = 40)

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

16. (a) Elaborate on the historical development of airports in India.

Or

- (b) Discuss the key functions of airport management.

17. (a) Describe the allocation of runways and its importance in airport operations.

Or

- (b) Explain the levels of airport activity markets.

18. (a) Analyze the goals of airport finance and its impact on operations.

Or

- (b) Discuss the various sources of airport revenue, including non-aeronautical revenues.

19. (a) How is customer satisfaction measured in airport performance systems?

Or

- (b) Explain the role of performance indicators in ensuring airport quality.

20. (a) Compare the privatization models of airports in India and Britain.

Or

- (b) Discuss the case studies of airport regulatory frameworks in the USA.

**C-7156**

**Sub. Code**

**92015A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**First Semester**

**Airline and Airport Management**

**AIRLINE FINANCE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the main objective of financial management?
  - (a) Profit maximization
  - (b) Wealth maximization
  - (c) Cost minimization
  - (d) Tax avoidance
  
2. Which of the following is a source of long-term funds?
  - (a) Bank overdraft
  - (b) Trade credit
  - (c) Equity capital
  - (d) Cash discount
  
3. Time value of money refers to :
  - (a) Value of money in inflation
  - (b) Money's changing purchasing power
  - (c) Value of money now vs. future
  - (d) Government policies

4. Which of the following is NOT a feature of aircraft leasing?
- (a) Ownership transfer
  - (b) Off-balance-sheet financing
  - (c) Lower initial investment
  - (d) Fixed-term agreement
5. Preference capital is a type of :
- (a) Short-term fund
  - (b) Working capital
  - (c) Long-term fund
  - (d) Deferred income
6. The term “Airline Privatization” refers to :
- (a) Buying aircraft from the market
  - (b) Outsourcing airline services
  - (c) Transfer of ownership to private hands
  - (d) Government controlling the airline
7. Rating agencies help in :
- (a) Issuing flight schedules
  - (b) Approving pilot licenses
  - (c) Assessing credit risk
  - (d) Controlling ticket prices
8. Deferred income is classified under :
- (a) Assets
  - (b) Liabilities
  - (c) Expenses
  - (d) Revenue
9. Trade credit is a part of :
- (a) Term loan
  - (b) Working capital
  - (c) Venture capital
  - (d) Public issue
10. Which is a method of valuing tangible assets?
- (a) IRR
  - (b) Net present value
  - (c) Cost approach
  - (d) Budgetary control

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the objectives and scope of financial management in the airline industry.

Or

- (b) Write short notes on the functions of financial management.

12. (a) Describe the internal and external sources of airline finance.

Or

- (b) Explain the tools and methods used for analyzing financial statements.

13. (a) Discuss the features and types of aircraft leasing.

Or

- (b) Explain the role of rating agencies in aircraft finance.

14. (a) What are the merits and demerits of airline privatization”?

Or

- (b) Discuss the methods of evaluating investment proposals in airlines.

15. (a) Explain the components and importance of working capital in airline finance.

Or

- (b) Differentiate between long-term and short-term financing with examples.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the methods and tools of financial statement analysis in detail.

Or

- (b) Analyze the limitations of financial statements in decision-making.

17. (a) Describe in detail the various sources of long-term funds available to airlines.

Or

- (b) Explain the nature and need for working capital financing.

18. (a) Discuss the process and factors involved in airline valuation.

Or

- (b) Explain the various methods of valuing tangible and intangible assets.

19. (a) Analyze the role of foreign exchange in airline finance.

Or

- (b) Describe the fuel exposure to exchange fluctuation and suggest risk mitigation strategies.

20. (a) What are the methods and advantages of aircraft securitization?

Or

- (b) Discuss the different types of aircraft leases and their financial implications.

**C-7157**

**Sub. Code**

**92015B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**First Semester**

**Airline and Airport Management**

**STATISTICAL METHODS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a measure of central tendency?
  - (a) Mean
  - (b) Variance
  - (c) Standard Deviation
  - (d) Coefficient of Variation
  
2. Organizing a statistical survey involves :
  - (a) Planning and executing the survey
  - (b) Analyzing trends
  - (c) Applying probability rules
  - (d) Constructing index numbers
  
3. The mean of ungrouped data is calculated by :
  - (a) Dividing total frequency by the sum of values
  - (b) Summing up all values and dividing by the total count
  - (c) Taking the median value
  - (d) Multiplying values with frequencies

4. The addition rule of probability is used when :
  - (a) Events are mutually exclusive
  - (b) Events are dependent
  - (c) Events are independent
  - (d) None of the above
5. Which of these distributions is discrete?
  - (a) Normal distribution
  - (b) Binomial distribution
  - (c) Poisson distribution
  - (d) Both (b) and (c)
6. An index number measures :
  - (a) Central tendency
  - (b) Dispersion
  - (c) Changes in the price or quantity of goods
  - (d) Correlation
7. The Laspeyres Index is calculated using :
  - (a) Base year quantities
  - (b) Current year quantities
  - (c) Both base and current year quantities
  - (d) None of the above
8. Chi-square test is applied to :
  - (a) Verify the null hypothesis
  - (b) Calculate correlation
  - (c) Analyze probability distributions
  - (d) Determine time series trends
9. Errors in hypothesis testing are classified as :
  - (a) Type I and Type II errors
  - (b) Primary and secondary errors
  - (c) Observational and sampling errors
  - (d) None of the above
10. A hypothesis test with a low p-value leads to :
  - (a) Rejecting the null hypothesis
  - (b) Accepting the null hypothesis
  - (c) No conclusion
  - (d) Testing a new hypothesis

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the limitations of statistics.  
Or  
(b) Describe the scope of statistics in business applications.
12. (a) Define Coefficient of Variation (CV). How is it useful in data analysis?  
Or  
(b) Compare univariate and bivariate data analysis.
13. (a) Write a short note on Binomial distribution.  
Or  
(b) Explain the application of Normal distribution in business problems.
14. (a) What are the methods of constructing index numbers?  
Or  
(b) Explain Paasche's and Laspeyres' methods for index numbers.
15. (a) What are Type I and Type II errors in hypothesis testing?  
Or  
(b) Describe the significance of a Chi-square test.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the process of organizing a statistical survey.  
Or  
(b) Explain the methods of presenting data using diagrams.

17. (a) Discuss the measures of central tendency with examples.

Or

- (b) Define correlation and regression. How are they applied to business problems?

18. (a) Explain the addition and multiplication rules of probability with examples.

Or

- (b) Discuss the theoretical probability distributions used in business applications.

19. (a) What are the components of time series analysis? How are they useful?

Or

- (b) Explain the methods of measuring trends in time series with examples.

20. (a) Explain the steps involved in hypothesis testing.

Or

- (b) Discuss the importance and calculation of the power of a hypothesis test.
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**C-7158**

**Sub. Code**

**92016A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**First Semester**

**Airline and Airport Management**

**EXECUTIVE COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Communication is derived from the Latin word :
  - (a) Communicare
  - (b) Communis
  - (c) Commune
  - (d) Communitas
2. A key principle of effective communication is:
  - (a) Clarity
  - (b) Ambiguity
  - (c) Complexity
  - (d) Ignorance
3. Which is not a type of business letter?
  - (a) Sales letter
  - (b) Complaint letter
  - (c) Resume letter
  - (d) Standard letter
4. Non-verbal communication includes :
  - (a) E-mails
  - (b) Body language
  - (c) Reports
  - (d) Letters

5. The structure of a formal report includes :
- (a) Appendix
  - (b) Summary
  - (c) Introduction
  - (d) All of the above
6. A chart commonly used in presentations is :
- (a) Histogram
  - (b) Line graph
  - (c) Pie chart
  - (d) Bar chart
7. Dyadic communication refers to :
- (a) One-to-many communication
  - (b) Face-to-face communication between two people
  - (c) Online meetings
  - (d) Group discussions
8. Telephonic conversation is an example of :
- (a) Aural communication
  - (b) Non-verbal communication
  - (c) Visual communication
  - (d) Dyadic communication
9. Minutes of a meeting are :
- (a) A summary of proceedings
  - (b) Informal records
  - (c) Visual aids
  - (d) Graphical charts
10. Group discussions aim to :
- (a) Evaluate individual performance
  - (b) Test listening skills
  - (c) Foster teamwork and ideas
  - (d) None of the above

**Part B**

(5 × 5 = 25)

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

11. (a) Define communication and explain its significance in management.

Or

- (b) Discuss the barriers to communication with examples.

12. (a) Explain the norms for writing business letters.

Or

- (b) Describe different types of personalized standard letters.

13. (a) Discuss the structure and classification of reports.

Or

- (b) Write a short note on formal vs informal reports.

14. (a) Explain the importance of non-verbal communication with examples.

Or

- (b) Discuss the role of charts and tables in communication.

15. (a) Describe the procedure for conducting meetings, including agenda preparation.

Or

- (b) Write a short note on evaluating oral presentations.

**Part C**

(5 × 8 = 40)

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

16. (a) Elaborate on the types of communication and their relevance in business.  
Or  
(b) Discuss the principles of effective communication with practical examples.
17. (a) Write a detailed note on handling customer complaints through correspondence.  
Or  
(b) Explain the structure and format of sales promotion letters.
18. (a) Describe the process of writing a technical report with norms for exhibits.  
Or  
(b) Explain the elements of a research report with examples.
19. (a) Discuss the role of personal appearance and body language in oral communication.  
Or  
(b) Explain the steps in dyadic communication with examples.
20. (a) Write in detail about the procedure for regulating speeches in seminars.  
Or  
(b) Explain group discussions and their role in drafting effective speeches.

**C-7159**

**Sub. Code**

**92016B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.**

**First Semester**

**Airline and Airport Management**

**MANAGEMENT INFORMATION SYSTEMS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the main function of an information system?
  - (a) To store data
  - (b) To manage information flow
  - (c) To process transactions
  - (d) All of the above
  
2. Which of the following is an example of Artificial Intelligence in business?
  - (a) Chatbots
  - (b) Data warehousing
  - (c) Manual accounting
  - (d) None of the above
  
3. What is a global information system used for?
  - (a) Local data storage
  - (b) Managing IT changes globally
  - (c) Intranet communication
  - (d) Restricted access

4. E-commerce architecture refers to
  - (a) Website design
  - (b) Application service models
  - (c) Structural design of client-server interaction
  - (d) Only business models
  
5. B2C transactions refer to
  - (a) Business to Company
  - (b) Business to Consumer
  - (c) Business to Commerce
  - (d) Business to Cloud
  
6. Home banking is an example of
  - (a) Consumer-oriented e-commerce
  - (b) B2B transactions
  - (c) Intranet banking
  - (d) Manual banking
  
7. The primary goal of EDI is to
  - (a) Enhance communication
  - (b) Facilitate electronic fund transfers
  - (c) Eliminate physical documentation in trade
  - (d) All of the above
  
8. What is the role of digital signatures in EDI?
  - (a) Ensuring authenticity
  - (b) Encrypting financial data
  - (c) Preventing data duplication
  - (d) Facilitating fund transfer

9. The term “Media convergence” in e-commerce refers to
- (a) Combining multiple media formats
  - (b) Online advertising
  - (c) Cross-platform communication
  - (d) Centralized server usage
10. Security challenges in IT often arise due to
- (a) Ethical use of data
  - (b) Technological loopholes
  - (c) Limited data backup
  - (d) Outdated software

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the fundamentals of information systems in business.

Or

- (b) Discuss the scope and role of artificial intelligence in decision-making.

12. (a) Describe the ethical challenges in managing IT.

Or

- (b) Explain the process of managing global information resources effectively.

13. (a) Differentiate between B2B and B2C transaction models in e-commerce.

Or

- (b) Write a short note on intra-organizational transactions.

14. (a) Elaborate on consumer-oriented applications in e-commerce.

Or

- (b) Discuss the role of merchants in c-commerce from a consumer perspective.

15. (a) Describe the components of EDI in international trade.

Or

- (b) Explain how digital signatures enhance EDI processes.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the importance of business information systems in problem-solving with examples.

Or

- (b) Elaborate on the role of transaction processing systems in organizations.

17. (a) Write a detailed note on planning and implementing IT changes in an organization.

Or

- (b) Analyze the social challenges of information technology in business environments.

18. (a) Explain the architectural framework for e-commerce in detail.

Or

- (b) Discuss the role of client-server interaction in web-based applications.

19. (a) Write a detailed note on the significance of home banking in e-commerce.

Or

- (b) Explain the various mercantile process models in e-commerce.

20. (a) Describe the applications of EDI in the manufacturing industry.

Or

- (b) Discuss the role of financial EDI in international trade.

**C-7160**

**Sub. Code**

**92021**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Second Semester**

**Airline and Airport Management**

**HUMAN RESOURCE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a core function of Human Resource Management?
  - (a) Marketing strategy
  - (b) Financial analysis
  - (c) Recruitment and selection
  - (d) Product development
2. Which of the following is a key quality of an effective performance management system?
  - (a) Flexibility
  - (b) Complexity
  - (c) Subjectivity
  - (d) Centralization
3. What is a job description?
  - (a) A document outlining the qualifications of employees
  - (b) A summary of an employee's performance
  - (c) A detailed account of the responsibilities and duties of a job role
  - (d) A list of potential candidates for a position

4. Which job design approach focuses on enhancing employees' sense of meaning and purpose in their work?
  - (a) Job Simplification
  - (b) Job Rotation
  - (c) Job Enrichment
  - (d) Job Enlargement
  
5. Which of the following skills is important for a manager to assess and improve employee performance?
  - (a) Analytical skills
  - (b) Interpersonal skills
  - (c) Performance management skills
  - (d) Organizational skills
  
6. Which of the following is a limitation of promotions in HRM?
  - (a) Increased internal competition
  - (b) Lower employee engagement
  - (c) Reduced need for training
  - (d) Higher employee retention rates
  
7. Which of the following is an example of indirect compensation?
  - (a) Salary
  - (b) Bonuses
  - (c) Health insurance
  - (d) Commission
  
8. What is an example of a non-monetary incentive?
  - (a) Stock options
  - (b) Annual salary increase
  - (c) Extra vacation days
  - (d) Profit sharing

9. Industrial conflicts can lead to a loss of productivity. How should HRM address this issue?
- (a) By ignoring conflict situations
  - (b) By addressing underlying causes of conflict through dialogue and negotiation
  - (c) By immediately terminating employees involved in conflicts
  - (d) By reducing investment in employee training
10. Which of the following is NOT a common type of industrial dispute?
- (a) Strike
  - (b) Lockout
  - (c) Work-to-rule
  - (d) Promotion

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the different role of HR Manager.
- Or
- (b) Explain the steps involved in the Human Resource Planning Process.
12. (a) Briefly explain the methods of collecting data for job analysis.
- Or
- (b) Explain the various steps involved in selection process.
13. (a) What is management development? Explain the diagnostic steps in developing such programme.
- Or
- (b) Briefly discuss the methods of performance appraisal.
14. (a) Distinguish between Wage and Salary.
- Or
- (b) Write in detail the types of Fringe benefits provided by organisations.

15. (a) Explain the stress and the techniques of stress management.

Or

- (b) What is a Trade Union? Discuss the various problems of Trade Unions?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the various functions of Personnel Manager.

Or

- (b) Discuss various techniques used in manpower planning.

17. (a) Explain the various job evaluation methods and its objectives. Briefly describe the recent development in job evaluation system.

Or

- (b) Discuss the methods and techniques of Recruitment.

18. (a) Discuss the need and importance of man power training.

Or

- (b) Explain the causes and objectives of transfers.

19. (a) Discuss the factors influencing remuneration.

Or

- (b) What do you understand by incentive plans? Explain the various methods of incentive plans.

20. (a) Explain Grievances redressal methods adopted in any Indian organisation.

Or

- (b) Discuss the functions and importance of collective bargaining.

**C-7161**

**Sub. Code**

**92022**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Second Semester**

**Airlines and Airport Management**

**STRATEGIC AIRPORT PLANNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Three level of airport planning \_\_\_\_\_  
(a) system planning (b) master plan  
(c) project planning (d) all
2. The nature of planning includes, that it is \_\_\_\_\_  
(a) goal oriented (b) forward looking  
(c) involves choice (d) all
3. Aerodrome revenue includes \_\_\_\_\_  
(a) air traffic (b) landing fees  
(c) parking charges (d) all
4. Airline important on time performance such as \_\_\_\_\_  
(a) reduction travel time  
(b) increasing boarding efficiency  
(c) minimise gate related delays  
(d) all

5. The size of aircraft involves \_\_\_\_\_  
(a) wing span                      (b) fuselage length  
(c) height                              (d) all
6. Topography is important for airport planning because \_\_\_\_\_  
(a) less obstacle in approach zone  
(b) more uniform wind  
(c) better visibility  
(d) all
7. What are the options for private participation \_\_\_\_\_  
(a) Lease  
(b) management contract  
(c) private sector ownership and control  
(d) all
8. Three broad categories of air traffic control \_\_\_\_\_  
(a) enroute                              (b) terminal  
(c) tower                                  (d) all
9. Required total system performance of ATC manager \_\_\_\_\_  
(a) safety                                  (b) regulatory  
(c) efficiency                              (d) all
10. The types of vehicular parking are \_\_\_\_\_  
(a) angle                                      (b) right angle  
(c) parallel curb                              (d) all

**Part B**

(5 × 5 = 25)

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

11. (a) What is airport planning and why it is important?

Or

- (b) List out the factors affecting airport company.

12. (a) What is a good on-time performance targets?

Or

- (b) List out airport revenue types and its significance.

13. (a) List out the elements of an airport system plan report.

Or

- (b) Write short note on factors to be consider when planning an airport.

14. (a) How do you get weather report and why it is very important?

Or

- (b) List out the components of modern airport.

15. (a) What are the main characteristics of airport terminal building?

Or

- (b) Write short note on air traffic flow management.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the economic impact of airports.

Or

(b) Discuss about the financial issues related to airport planning.

17. (a) Discuss about the non-aeronautical revenue activities and why is important for airport?

Or

(b) List out the challenges for investors in airport business.

18. (a) List out the functions of an airport system planning.

Or

(b) List out the required analysis of capacity and delays.

19. (a) List out the required skills of airport manager.

Or

(b) Discuss about the airport lighting aids.

20. (a) Discuss about the future development and challenges in air traffic management.

Or

(b) Explain the economical and social role of airports.

**C-7162**

**Sub. Code**

**92023**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Second Semester**

**Airline and Airport Management**

**AIRLINE AND AIRPORT MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a component of a marketing strategy?
  - (a) Market segmentation
  - (b) Target market
  - (c) Product development
  - (d) Financial forecasting
  
2. Which airline alliance includes airlines such as Lufthansa, United Airlines, and Singapore Airlines?
  - (a) One world
  - (b) Sky Team
  - (c) Star Alliance
  - (d) Global Connect

3. What is the main benefit of providing Wi-Fi on board?
  - (a) Reduced fuel consumption
  - (b) Enhanced passenger connectivity and productivity
  - (c) Lower ticket prices
  - (d) Improved aircraft aerodynamics
  
4. Which of the following types of cargo is most commonly transported by air freight?
  - (a) Perishable goods
  - (b) Heavy machinery
  - (c) Bulk raw materials
  - (d) Construction materials
  
5. What is the impact of technology on airline distribution channels?
  - (a) Increased reliance on paper-based ticketing
  - (b) Enhanced efficiency and real-time booking capabilities
  - (c) Reduced need for online booking systems
  - (d) Increased complexity in customer service
  
6. What is the primary goal of airline selling?
  - (a) To increase the number of aircraft in the fleet
  - (b) To maximize revenue through the sale of tickets and ancillary services
  - (c) To standardize in-flight amenities
  - (d) To reduce operational costs

7. What does airport marketing primarily focus on?
  - (a) Enhancing flight schedules
  - (b) Attracting and retaining airlines and passengers
  - (c) Increasing runway length
  - (d) Reducing airport operational costs
  
8. When identifying partners for airport development, which factor is crucial?
  - (a) The colour of airport terminals
  - (b) The strategic alignment of goals and resources
  - (c) The number of passenger lounges
  - (d) The type of in-flight services offered
  
9. What do airport loyalty schemes typically offer to passengers?
  - (a) Free baggage handling
  - (b) Discounts on airport parking
  - (c) Rewards and benefits for frequent flyers
  - (d) Complimentary in-flight meals
  
10. Which London airport is frequently recognized as a best-in-class example?
  - (a) London Gatwick Airport
  - (b) London Stansted Airport
  - (c) London Heathrow Airport
  - (d) London City Airport

**Part B**

(5 × 5 = 25)

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

11. (a) What are the primary functions of marketing?

Or

- (b) What are some key political factors that a PESTE analysis would examine?

12. (a) Discuss the concept of Product Life Cycle in aviation industry.

Or

- (b) Why is quality control important during the product design phase for airlines?

13. (a) What are the advantage and disadvantages on travel agency distribution system?

Or

- (b) Describe the fundamentals of relationship marketing.

14. (a) What is the difference between a channel leader and a gate guardian in airport marketing?

Or

- (b) What factors influence the choice of an airport?

15. (a) How do low-cost airports operate differently from traditional airports?

Or

- (b) What are some examples of non-aviation businesses managed by airports?

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the most common market segmentation strategies used by airlines.

Or

- (b) Explain the Porter's "five forces" and its application in airline industry.

17. (a) What factors determine an airline's fleet size and composition?

Or

- (b) What is differentiated pricing, and how does it differ from uniform pricing?

18. (a) How do airlines typically use Corporate brands for brand-building? Can you give examples of successful sub-brands in the airline industry?

Or

- (b) What are the features of 'Good' airline advertising?

19. (a) Discuss the key actors in the airport transport value chain.

Or

- (b) Why has airport marketing become increasingly important for aviation-related businesses?
20. (a) What makes Singapore Airport stand out as one of the best airports in the world?

Or

- (b) Explain the goals and objectives of Airport marketing plan.
-

**C-7163**

**Sub. Code**

**92024**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Second Semester**

**Airline and Airport Management**

**AIR TRAFFIC CONTROL**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The factors affecting ATC performance are \_\_\_\_\_.  
(a) training                      (b) fatigue  
(c) mental state                (d) all
2. Rasmussen's 3 level behavioural models are \_\_\_\_\_.  
(a) skill based                    (b) rule based  
(c) knowledge based          (d) all
3. Three sensory memories are \_\_\_\_\_.  
(a) Echoic                        (b) Iconic  
(c) Haptic                        (d) all
4. Limitations of human decision making are \_\_\_\_\_.  
(a) risk perception                (b) situational factors  
(c) Biases                         (d) All



**Part B**

(5 × 5 = 25)

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

11. (a) What are the main phases of flight in air traffic control?

Or

- (b) Write short note on human error identification.

12. (a) List out common features of sensory memories.

Or

- (b) Write short note on decision making and planning in ATC.

13. (a) List out the protocols between pilot and air traffic controller.

Or

- (b) Write the significance of Radio communication for aviation safety.

14. (a) List out the operational concepts of air traffic management.

Or

- (b) What is the feature of CNS/ATM and its environment?

15. (a) What are the physical and psychological factors for ATC?

Or

- (b) List out the more common sources of stress reports by air traffic controller.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the structure of ATC error elements.

Or

- (b) Discuss about the data required for error management in ATC.

17. (a) List out and explain the types of sensory memory.

Or

- (b) Discuss about the building blocks of human information processing.

18. (a) Explain the source of stress related to operational aspects and organisational aspects.

Or

- (b) Discuss about the cross-cultural communication in ATC.

19. (a) List out the aspects of human factors in ATC.

Or

- (b) Describe the radar procedural control.

20. (a) How to reduce the stress in relation to the workload of ATC?

Or

- (b) List out the contribution factors of fatigue of ATC.

**C-7164**

**Sub. Code**

**92025A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.**

**Second Semester**

**Airline and Airport Management**

**AVIATION INDUSTRY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which type of aircraft is most commonly used for short-haul flights within regions or countries?
  - (a) Wide-body aircraft
  - (b) Narrow-body aircraft
  - (c) Cargo aircraft
  - (d) Military aircraft
  
2. Which aircraft manufacturer is known for its development of the A380, the world's largest passenger airliner?
  - (a) Boeing
  - (b) Embraer
  - (c) Airbus
  - (d) Bombardier
  
3. What is the primary role of ICAO in aviation?
  - (a) Setting national aviation regulations
  - (b) Promoting regional air travel
  - (c) Developing international standards and regulations for aviation safety
  - (d) Managing airline alliances

4. What is a primary function of the Airport Authority of India (AAI)?
- (a) Managing international flight schedules
  - (b) Setting global aviation fuel prices
  - (c) Overseeing airport infrastructure and operations in India
  - (d) Regulating airline staff salaries
5. What does “ground handling” primarily involve?
- (a) Managing in-flight entertainment systems
  - (b) Coordinating airport security personnel
  - (c) Assisting with aircraft loading, unloading, and servicing
  - (d) Designing airport layouts
6. What is the primary role of staff handling disabled passengers at airports?
- (a) To ensure that disabled passengers are seated separately from others
  - (b) To provide necessary assistance and accommodations for ease of travel
  - (c) To monitor their travel and report any delays
  - (d) To charge additional fees for special services

7. What is the primary function of ramp services at an airport?
  - (a) Check-in passenger processing
  - (b) Air traffic control
  - (c) Aircraft ground handling and servicing
  - (d) Customs and immigration processing
  
8. Which type of screening technology is commonly used to detect explosives in baggage?
  - (a) Metal detectors
  - (b) X-ray machines
  - (c) Scanners
  - (d) Manual inspection
  
9. What is a primary component of the Standard Operating Procedure (SOP) for handling a bomb threat at an airport?
  - (a) Immediate evacuation of all passengers
  - (b) Isolating and securing the threat area
  - (c) Ignoring the threat until confirmed
  - (d) Conducting a full security sweep of the entire airport
  
10. In mitigating a hijack crisis situation, what is the first priority for airport and airline staff?
  - (a) Negotiating with the hijackers
  - (b) Ensuring the safety of passengers and crew
  - (c) Attempting to apprehend the hijackers
  - (d) Communicating with the media

**Part B**

(5 × 5 = 25)

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

11. (a) What are the primary factors driving growth in the global aviation industry today?

Or

- (b) Discuss the current trends in aviation industry in India?

12. (a) What are the key differences between military and civilian aviation operations?

Or

- (b) What are the main responsibilities of National Aviation Authorities in ensuring air travel safety and security?

13. (a) Describe the key considerations when designing the layout of an airport terminal for optimal ground handling.

Or

- (b) What are the primary elements of a comprehensive airport security plan?

14. (a) How do airports maintain airside safety to protect aircraft and personnel?

Or

- (b) What are the steps involved in the check-in process at an airport?

15. (a) How do airports prepare for natural disasters and extreme weather events?

Or

- (b) What are the key elements of a safety culture in an airport setting?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the Evolution of aviation.

Or

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

17. (a) What is the broad aim of IATA? What is the function of the four permanent committees of IATA?

Or

- (b) What strategies do world's major airports use to handle peak traffic periods and improve operational efficiency?

18. (a) Explain the protocols for managing the transport of stretcher passengers at an airport.

Or

- (b) What special services are provided to CIP (Commercially Important Person) passengers at airports?

19. (a) Explain the responsibilities of airline terminal management.

Or

- (b) What are some recent technological improvements in the aviation industry?

20. (a) How do airports balance security measures with maintaining passenger flow during unlawful interference events?

Or

- (b) What follow-up actions are typically required after an aviation accident investigation is completed?
-

**C-7165**

**Sub. Code**

**92025B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Second Semester**

**Airline and Airport Management**

**AVIATION RESOURCE MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. ARM involves areas such as
  - (a) aircrew training
  - (b) Aviation policies
  - (c) operational support
  - (d) all
  
2. What is the biggest challenge and opportunities for aircrew \_\_\_\_\_.
  - (a) safety
  - (b) finance
  - (c) development
  - (d) infrastructure.
  
3. Passengers experience some common problems while on an aircraft
  - (a) Language barriers
  - (b) misunderstanding
  - (c) difficulty of communicating specific needs
  - (d) all

4. Biggest challenge of being a flight attendant
  - (a) irregular sleep
  - (b) inadequate rest time
  - (c) Long working hour
  - (d) all
  
5. Causes of stress
  - (a) Environment
  - (b) work related
  - (c) personal
  - (d) all
  
6. The types of fatigue
  - (a) mental
  - (b) visual
  - (c) physical
  - (d) all
  
7. The role of aircraft pilot
  - (a) give instructions
  - (b) communicate
  - (c) system check
  - (d) all
  
8. How to retain the employees
  - (a) for carrier growth
  - (b) mentor employees help
  - (c) develop policies and program
  - (d) all
  
9. A safety culture has a direct impact on safe operation it
  - (a) prevent dangerous short cuts
  - (b) rule bending
  - (c) reckless decision making
  - (d) all
  
10. CRM has been widely adopted also known as
  - (a) cockpit resource
  - (b) flight deck resource
  - (c) leadership management
  - (d) All

**Part B**

(5 × 5 = 25)

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

11. (a) What are the top risks in the aviation industry?

Or

- (b) Write short note on 4M's?

12. (a) What are the five pillars of safety?

Or

- (b) Write short note on ineffective emergency?

13. (a) What are the primary types of stresses for aircrew?

Or

- (b) What are the indices of excessive fatigue?

14. (a) Write short note on types of airline pilot?

Or

- (b) List out the minimum entry requirement for pilot selection?

15. (a) List out the benefits of security culture?

Or

- (b) Write short note on human factors priorities evolved overtime in safety?

**Part C**

(5 × 8 = 40)

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

16. (a) List out and explain six CRM skills.

Or

- (b) What are the most crucial challenges in the airline manager?

17. (a) List out duties of aviation safety officer?

Or

(b) How to build trust among aviation teams?

18. (a) Explain the typical effect that occur in stressful situation for cabin crew?

Or

(b) Why would you need an air ambulance?

19. (a) List out and explain the 6 steps to join the air pilot.

Or

(b) Discuss about the test assesses a specific aptitude and relevant to the role of an air traffic controller?

20. (a) Discuss about the socio-cultural effects on the flight deck.

Or

(b) Discuss about the feature of a safety culture in aviation.

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**C-7166**

**Sub. Code**

**92026A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.**

**Second Semester**

**Airline and Airport Management**

**BUSINESS RESEARCH METHODS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the first step in the scientific method of business research?
  - (a) Data collection
  - (b) Hypothesis formulation
  - (c) Problem identification
  - (d) Literature review
  
2. Which of the following is an example of a non-probability sampling method?
  - (a) Simple random sampling
  - (b) Cluster sampling
  - (c) Quota sampling
  - (d) Stratified sampling

3. What is a Type I error in the hypothesis testing?
  - (a) Rejecting the null hypothesis when it is actually true
  - (b) Accepting the null hypothesis when it is actually false
  - (c) Formulating a hypothesis that cannot be tested
  - (d) Conducting research without a clear hypothesis
  
4. Which of the following refers to the degree to which a measurement instrument measures what it is intended to measure?
  - (a) Reliability
  - (b) Validity
  - (c) Sensitivity
  - (d) Objectivity
  
5. Which tool is commonly used in a pilot study to evaluate the clarity of survey questions?
  - (a) Statistical software
  - (b) Focus group discussions
  - (c) Reliability tests
  - (d) In-depth interviews
  
6. Which step in data processing involves organizing data into a structured format?
  - (a) Data collection
  - (b) Data cleaning
  - (c) Data entry
  - (d) Data analysis

7. What is the main assumption of parametric tests?
- (a) Data follows a non-normal distribution
  - (b) Data is measured on a nominal scale
  - (c) Data follows a normal distribution
  - (d) Data is not affected by outliers
8. What is the primary purpose of the Kruskal-Wallis test?
- (a) To compare the means of two independent groups
  - (b) To test for differences in variances between groups
  - (c) To compare medians across three or more independent groups
  - (d) To assess the correlation between two variables
9. What is the primary goal of data interpretation in business research?
- (a) To summarize raw data
  - (b) To make sense of data and derive meaningful insights
  - (c) To present data visually
  - (d) To collect more data
10. What is the purpose of the 'Conclusion' section in a research report?
- (a) To present the data analysis
  - (b) To discuss the limitations of the study
  - (c) To summarize the main findings and their significance
  - (d) To outline the research methodology

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain the techniques involved in defining a research problem with an example.

Or

- (b) What are the stages of research process?

12. (a) What do you mean by the term hypothesis? Discuss research hypothesis.

Or

- (b) What do you mean by the term measurement? Explain the characteristics and various types of measurement scales.

13. (a) Discuss the various tools of data collection.

Or

- (b) Explain the guidelines for designing a questionnaire.

14. (a) State the Conditions to be fulfilled for applying Chi-square test.

Or

- (b) Classify and explain briefly about multivariate techniques.

15. (a) What are the various types of reports?

Or

- (b) Discuss the basic requirements for report preparation, including report format, report writing, graphs and tables.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss different types of research with suitable examples.

Or

- (b) Write a note on types of sampling designs. Why are probability sampling generally preferred than non-probability sampling designs?

17. (a) Explain in detail about the major types of research designs.

Or

- (b) List and explain various scaling techniques with their merits and demerits.

18. (a) Examine critically the different experimental methods of data collection.

Or

- (b) Explain the need for editing, coding. Classifying and tabulating in processing of data.

19. (a) Discuss the procedure for computing one way ANOVA.

Or

- (b) Discuss briefly about anyone non parametric tests.

20. (a) Explain the various types of research reports. Briefly explain the contents of a research report.

Or

- (b) Differentiate between bibliography and footnotes or references. Illustrate your answer with examples.
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**C-7168**

**Sub. Code**

**92027A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Second Semester**

**Airline and Airport Management**

**LOGISTICS AND AIR CARGO MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The major functions of logistics \_\_\_\_\_.
  - (a) transportation
  - (b) warehousing
  - (c) inventory management
  - (d) all
  
2. Three parts of warehouse logistics are \_\_\_\_\_.
  - (a) Inventory management
  - (b) Order fulfilment
  - (c) Facility operation
  - (d) All
  
3. Supply chain ensures that all \_\_\_\_\_.
  - (a) disparate system (b) technologies
  - (c) network involved (d) all

4. What are the most common types of warehouses \_\_\_\_\_.
- (a) Private (b) Government  
(c) Bonded (d) Cold storage
5. The solution to freight software include are \_\_\_\_\_.
- (a) 3PL software  
(b) Cargo software  
(c) Brokerage and forwarding software  
(d) All
6. One of the most important factor influencing shipping cost is
- (a) Freight value (b) Freight's weight  
(c) Freight density (d) all
7. It refers to goods that unique requirement for handling storage or transportation is \_\_\_\_\_
- (a) General cargo (b) Special cargo  
(c) Fragile cargo (d) all
8. The following in mind when choosing air transport \_\_\_\_\_.
- (a) expense (b) shipping restrictions  
(c) delays (d) all
9. The bill of lading \_\_\_\_\_
- (a) shipper (b) consigner  
(c) banker (d) all
10. The maximum gross weight allowed for air freight ranges \_\_\_\_\_,
- (a) between 100-500 kilos  
(b) 500-1000 kilos  
(c) 1000-2000 kilos  
(d) all

**Part B**

(5 × 5 = 25)

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

11. (a) What is significance of logistics management and the role of logistics?

Or

- (b) What is customer service management in logistics and its principles?

12. (a) Write short note on supply chain management?

Or

- (b) Why is supply chain management important in E-business and the four types of E-commerce?

13. (a) What is freight management?

Or

- (b) Write short note on coordination and implementation of package logistics?

14. (a) What are the role of cargo?

Or

- (b) List out the factors determining air freight rate and charge?

15. (a) What is the certificate of origin and the role of original certificate?

Or

- (b) Write short note on content of a dock receipt.

**Part C**

(5 × 8 = 40)

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

16. (a) List out the benefits of logistics management.

Or

- (b) Explain the important elements of the pre-transaction phases of logistics.

17. (a) List out and explain the ten common steps of warehouse?

Or

- (b) Explain the principle of material handling.

18. (a) Discuss the challenges that organisation faces with freight manager?

Or

- (b) Write the main stages of distribution logistics?

19. (a) Discuss about the air cargo facility requirements.

Or

- (b) Describe the factors affecting the air cargo industry.

20. (a) List out the contents of a bill of lading?

Or

- (b) Discuss about the loading of aircraft with cargo?

**C-7170**

**Sub. Code**

**92031**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**BUSINESS ETHICS AND CSR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Business ethics primarily focuses on :
  - (a) Maximizing profits at any cost
  - (b) Moral principles in business
  - (c) Legal compliance only
  - (d) Marketing strategies
  
2. A code of ethics provides :
  - (a) Financial reports
  - (b) Production schedules
  - (c) Marketing plans
  - (d) Guidelines for ethical behavior

3. In HR, respecting employee confidentiality is a part of :
  - (a) Ethical behavior
  - (b) Unethical behavior
  - (c) Legal only requirements
  - (d) Marketing strategy
  
4. Patents protect :
  - (a) Trademarks
  - (b) Inventions and discoveries
  - (c) Customer data
  - (d) Marketing slogans
  
5. EBI guidelines and Clause 49 focus on :
  - (a) Employee benefits only
  - (b) Corporate governance standards
  - (c) Marketing budgets
  - (d) Production schedules
  
6. Independent directors play a role in :
  - (a) Internal marketing
  - (b) Day to day operations
  - (c) Ensuring impartial decision-making
  - (d) Ignoring shareholder feedback

7. In India, CSR is influenced by :
- (a) Only foreign regulations
  - (b) Only internal company policies
  - (c) Ignoring stakeholder feedback
  - (d) Legal provisions and specifications
8. A CSR scorecard helps in :
- (a) Increasing financial risk
  - (b) Reducing transparency
  - (c) Measuring CSR performance
  - (d) Ignoring stakeholder feedback
9. CSR towards consumers involves :
- (a) Providing accurate product information
  - (b) Selling unsafe products
  - (c) Ignoring customer complaints
  - (d) Using deceptive advertising
10. HR professionals play a crucial role in CSR by :
- (a) Ignoring employee welfare
  - (b) Discouraging diversity and inclusion
  - (c) Promoting ethical labor practices
  - (d) Encouraging a toxic work culture

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the need and importance of business ethics.

Or

- (b) Define Gandhi's Doctrine of Satya and Ahimsa.

12. (a) Explain the Ethical practices in marketing.

Or

- (b) Describe the ethical challenges in IT regarding data security and privacy.

13. (a) Define Corporate Governance Explain the principle of Corporate Governance.

Or

- (b) Discuss the elements of good corporate governance.

14. (a) What is the legal provisions and specifications on CSR in India?

Or

- (b) Describes the roles of NGO's in Corporate social Responsibility.

15. (a) Define Corporate Social Responsibility (CSR) and explain its significance.

Or

- (b) Discuss the factors influencing the design of an effective CSR policy.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the guidelines for developing a code of ethics in an organization. Why is it important?

Or

- (b) Discuss the Gandhian approach to management and trusteeship.

17. (a) Explain in details the ethical practices in finance and accounting.

Or

- (b) Discuss the importance of copyrights and patents in protecting intellectual property.

18. (a) Briefly explain the regulatory framework of Corporate Governance in India.

Or

- (b) Explain the causes of failure of Corporate Governance in India.

19. (a) Explain about the CSR practice in any Four Indian Corporations.

Or

(b) Elaborate on future of Corporate Social Responsibility in India.

20. (a) Discuss the major obstacles businesses face in implementing effective CSR policies.

Or

(b) Explain CSR through the triple bottom line approach and provide real-world examples.

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C-7171

Sub. Code

92032

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**AVIATION RULES AND REGULATIONS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Other log books shall be preserved for \_\_\_\_\_ from the date of the last entry therein.
  - (a) 2 years
  - (b) 4 years
  - (c) 5 years
  - (d) 3 years
  
2. The CAR are promulgated under the \_\_\_\_\_ following sections.
  - (a) 5
  - (b) 6
  - (c) 7
  - (d) 10
  
3. Aeronautical product means any \_\_\_\_\_.
  - (a) Civil aircraft
  - (b) Aircraft engine
  - (c) Propeller
  - (d) All

4. The operator shall not import an aeronautical product in the country, without having the \_\_\_\_\_ issued from DGCA.
- (a) Letter of type acceptance
  - (b) C of A
  - (c) C of R
  - (d) All
5. A special flight permit may be issued by \_\_\_\_\_
- (a) DGCA Hdqrs.
  - (b) Regional
  - (c) Sub-Regional, Airworthiness Office
  - (d) All
6. Special flight permit in respect of an aircraft with a \_\_\_\_\_
- (a) suspended
  - (b) deemed to be suspended
  - (c) invalid C of A, which may be permitted to undertake flight
  - (d) All
7. Aircraft Fleet means Minimum \_\_\_\_\_ aircraft of a particular type/ model shall constitute a fleet for the purpose of this CAR.
- (a) 5
  - (b) 10
  - (c) 3
  - (d) All

8. An applicant for grant or extension of Aircraft Maintenance Engineer's licence shall demonstrate his aircraft maintenance skill in respect of \_\_\_\_\_
- (a) each category
  - (b) sub-category of license
  - (c) specific type of aircraft
  - (d) all
9. Before a flight test is made, the documents covering the \_\_\_\_\_
- (a) maintenance repair
  - (b) modification
  - (c) inspection shall be completed in all respects
  - (d) all
10. What are the rules for exit row seats \_\_\_\_\_
- (a) Be 15 years of age
  - (b) To perform the applicable functions without the assistance of an adult companion
  - (c) Read and understand instructions related to emergency evacuation
  - (d) All

**Part B**

(5 × 5 = 25)

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

11. (a) List out the content of information in journey log book.

Or

- (b) Write down the procedure for promulgation of CAR.

12. (a) Under what conditions, cancellation of certificate of airworthiness?

Or

- (b) Write short note on categories of special Certificate of airworthiness.

13. (a) List out the conditions for issuance of special flight permit.

Or

- (b) What are the privileges of maintenance training organisation?

14. (a) What are the initial information required for defect reporting?

Or

- (b) List out the data addressed on the OJT worksheets/logbook.

15. (a) Explain the procedures to be followed during test flight.

Or

- (b) How to get the approval of MEL?

**Part C**

(5 × 8 = 40)

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

16. (a) List out and explain the general requirements of aircraft log book.

Or

- (b) Enumerate the Mandatory modifications procedures.

17. (a) Describe the registration certificate and validity of registration of aircraft.

Or

- (b) List out and explain the requirements of issuance of restricted type certificate.

18. (a) Explain the facility requirements for approved organisation in maintenance category.

Or

- (b) List out the typical minor maintenance activities to be carried out in approved maintenance organisation.

19. (a) Explain the data required documented in log book for considering the experience of AME licence issuance.

Or

- (b) List out and explain the basic knowledge requirements for applying AME licence.

20. (a) How to evaluate the flight test report?

Or

- (b) List out the valid documents carried on board the aircraft.
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C-7172

Sub. Code

92033

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**AIRPORT OPERATIONS MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Airline station managers are typically the managers in charge of an airline's \_\_\_\_\_ operations at a particular station.
  - (a) Terminal
  - (b) Ground
  - (c) Airfield
  - (d) All
  
2. Skills need to be an airport manager \_\_\_\_\_
  - (a) Communication interpersonal
  - (b) Problem solving and decision making
  - (c) Time management
  - (d) All
  
3. Infants under the age of \_\_\_\_\_ need to be secured whenever the seat belt sign is on.
  - (a) Five
  - (b) Six
  - (c) Two
  - (d) All

4. What are the documents accepted by airlines \_\_\_\_\_  
(a) Voted ID (b) Aadhar card  
(c) Driving licence (d) All
5. Check-in and bag-drop desks can be arranged in a number of ways \_\_\_\_\_  
(a) Linear (b) Island  
(c) Flow through (d) All
6. The flight delays caused by extraordinary circumstances \_\_\_\_\_ bad weather conditions lime  
(a) Heavy rain (b) Thick fog  
(c) Thunderstorms (d) All
7. In-flight meals is s meal served to passengers on board \_\_\_\_\_  
(a) Defence aircraft (b) Commercial airlines  
(c) Sports aircraft (d) All
8. Flight kitchen is simply a large facility for mass preparation of \_\_\_\_\_  
(a) Flight meals (b) Beverages  
(c) Liquor (d) All
9. A typical inspection system has the following main elements: \_\_\_\_\_  
(a) Routing daily inspection  
(b) Detailed airside inspection  
(c) Operation management inspection  
(d) All
10. Protection of navigation aids are \_\_\_\_\_  
(a) ILS localiser and glidepath critical areas  
(b) Catering area  
(c) Baggage makeup area  
(d) All

**Part B**

(5 × 5 = 25)

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

11. (a) List out the duties of station manager.

Or

- (b) Write down the needs to establish airport emergency plan.

12. (a) Write the types of passengers should not be allocated seats by emergency exits.

Or

- (b) Explain the importance of digital identity of airline passengers.

13. (a) Write short note on baggage handling system configurations.

Or

- (b) What happens if my flight is cancelled?

14. (a) How are menus created in airline category?

Or

- (b) Write short note on hygiene control in-flight catering.

15. (a) List down the hazards to working airside in common.

Or

- (b) What are the procedures to be required for airside drivers?

**Part C**

(5 × 8 = 40)

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

16. (a) Write down the airport station manager duties and responsibilities.

Or

- (b) Describe the standards laid down by the ICAO for Airport emergency procedures.

17. (a) Describe about the hold baggage screening.

Or

- (b) List out and explain ways to improve customer service in the airline industry.

18. (a) Describe the baggage claim unit types.

Or

- (b) List out and explain the factors affect the efficiency of baggage reclaim unit.

19. (a) Discuss about the airline catering challenges.

Or

- (b) Explain the safety precautions during aircraft catering operation.

20. (a) List out and explain the requirements for operation of vehicles in airside.

Or

- (b) Describe the procedures to be followed in baggage makeup areas.

**C-7173**

**Sub. Code**

**92034**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**AIRSIDE PLANNING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. It is the first category of general aviation airport \_\_\_\_\_.  
(a) Regional airport      (b) Unclassified airport  
(c) Defence airport      (d) Local airport
2. Airport major components \_\_\_\_\_.  
(a) airfield                      (b) Terminal  
(c) Apron                          (d) All
3. Runway strip is defined area including \_\_\_\_\_.  
(a) Runway and stop way  
(b) Runway  
(c) Taxiway  
(d) Clear way

4. The width of a runway and safety area is required to be at least \_\_\_\_\_ of the associated runway.
  - (a) Twice
  - (b) Three
  - (c) Five
  - (d) All
5. Apron design should take in to account safety procedures for air \_\_\_\_\_ on the apron.
  - (a) taxiing
  - (b) maneuvering
  - (c) take off
  - (d) all
6. Airport terminals are divided in to \_\_\_\_\_.
  - (a) land side
  - (b) air side
  - (c) air side and land side
  - (d) None
7. The airport lighting rows should be in the interval of no more than \_\_\_\_\_.
  - (a) 40 meters
  - (b) 50 meters
  - (c) 60 meters
  - (d) all
8. Touchdown zone lights consist of \_\_\_\_\_ rows of transverse bars disposed symmetrically about the runway centreline
  - (a) 5
  - (b) 4
  - (c) 2
  - (d) all
9. VOR operates within the \_\_\_\_\_ frequency.
  - (a) 98-105 MHz
  - (b) 100-150 MHz
  - (c) 108-117.95 MHz
  - (d) All
10. Ground control responsible for the \_\_\_\_\_.
  - (a) airport movement area
  - (b) taxiing area
  - (c) airspace
  - (d) None

**Part B**

(5 × 5 = 25)

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

11. (a) List out the requirements of Category A and Category B airport.

Or

- (b) Write short note on airport layout plan.

12. (a) What do you understand the primary runways?

Or

- (b) Write short note on runway shoulder.

13. (a) Write down the types of aprons.

Or

- (b) What are the factors considered for amount of area of apron?

14. (a) Explain the significance of take-off hold lights.

Or

- (b) Write down the current situation of airport security.

15. (a) Explain about the DME.

Or

- (b) What do you understand the ATS Route?

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss about the airport site determination and considerations.

Or

- (b) Elaborate the airport layout and design procedures.

17. (a) Discuss about the parallel taxiway geometry.

Or

- (b) Explain the factors affecting the length of the runway.

18. (a) Discuss about the passenger terminal apron concepts.

Or

- (b) List out and explain the various airport terminal designs.

19. (a) Describe about the VASI with neat diagram.

Or

- (b) Elaborate the runway end identifier lights.

20. (a) With neat sketch explain about the operation of ILS.

Or

- (b) Briefly explain about the classification airspace.

**C-7174**

**Sub. Code**

**92035A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**STRATEGIC AVIATION MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which factor is part of the micro environment?
  - (a) Inflation rates
  - (b) Legal policies
  - (c) Suppliers and distributors
  - (d) Technological trends
  
2. Which of the following is NOT a technique of environmental scanning?
  - (a) SWOT Analysis
  - (b) PESTEL Analysis
  - (c) Porter's Five Forces
  - (d) Budget Forecasting

3. Which is NOT a type of corporate growth strategy?
  - (a) Market penetration
  - (b) Product development
  - (c) Cost-cutting
  - (d) Diversification
  
4. A company achieves competitive advantage when it:
  - (a) Eliminates all competitors
  - (b) Has lower costs or unique differentiation
  - (c) Increases operational complexity
  - (d) Ignores market trends
  
5. The primary difference between a cost focus strategy and a differentiation focus strategy is:
  - (a) The breadth of the target market
  - (b) The emphasis on either cost minimization or product uniqueness within a niche market
  - (c) The level of investment in marketing and advertising
  - (d) The reliance on technological innovation
  
6. The Directional Policy Matrix evaluates business units based on
  - (a) Market growth rate and relative market share
  - (b) Industry attractiveness and business strength
  - (c) Product quality and customer loyalty
  - (d) Revenue generation and cost efficiency

7. Which organizational structure is characterized by employees reporting to both functional managers and project managers?
  - (a) Functional Structure
  - (b) Divisional Structure
  - (c) Matrix Structure
  - (d) Flat Structure
  
8. Which of the following scenarios best exemplifies ethical behaviour in business?
  - (a) Maximizing profits regardless of the means
  - (b) Engaging in fair trade practices and ensuring product safety
  - (c) Exploiting loopholes in regulations to gain a competitive edge
  - (d) Prioritizing shareholder returns over environmental concerns
  
9. What is the goal of knowledge management within an organization?
  - (a) To restrict information sharing to top management
  - (b) To systematically capture, store, share, and apply knowledge to achieve organizational objectives
  - (c) To eliminate informal knowledge-sharing practices
  - (d) To focus solely on explicit knowledge, ignoring tacit knowledge
  
10. Which type of strategic control focuses on monitoring the execution of strategy and making necessary adjustments?
  - (a) Premise control
  - (b) Implementation control
  - (c) Strategic surveillance
  - (d) Special alert control

**Part B**

(5 × 5 = 25)

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

11. (a) Bring out the distinguishing features of strategic management.

Or

- (b) How mission statement is evaluated? Explain.

12. (a) What are the typical steps in industry analysis?

Or

- (b) What are the primary and support activities in value chain analysis?

13. (a) How can a company strategically achieve and sustain low-cost leadership in a competitive market?

Or

- (b) What are the key factors to consider when formulating an effective business strategy?

14. (a) Discuss in detail the process of strategy implementation.

Or

- (b) What are the causes for conflicts? Suggest measures to solve it.

15. (a) Demonstrate how benchmarking can be used to improve strategic performance.

Or

- (b) Discuss the importance of e-commerce and E-Business in aviation industry.

**Part C**

(5 × 8 = 40)

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

16. (a) “Strategic management process is the way in which strategists determine objectives and strategic decisions”. Discuss.

Or

- (b) Describe the influence of internal factors on business strategy.

17. (a) Describe the importance of identifying opportunities in SWOT analysis.

Or

- (b) Discuss the most popular competitive strategies for companies in fragmented industries.

18. (a) Explain the niche strategy as a generic competitive strategy.

Or

- (b) Explain the importance of BCG Matrix.

19. (a) Explain the Michal Porter’s Five Competitive Forces.

Or

- (b) Discuss the tools and techniques of TQM.

20. (a) Explain how information systems contribute to effective strategy execution.

Or

(b) Describe the importance of strategy control.

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**C-7175**

**Sub. Code**

**92035B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**SUPPLY CHAIN MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a key driver of supply chain performance?
  - (a) Facilities
  - (b) Inventory
  - (c) Information
  - (d) All of the above
  
2. Which of the following is a core aspect of logistics?
  - (a) Product design
  - (b) Customer service
  - (c) Inventory management
  - (d) Marketing strategy

3. What is the primary role of distribution in a supply chain?
  - (a) To manufacture goods
  - (b) To store goods indefinitely
  - (c) To increase production costs
  - (d) To move products efficiently from manufacturers to customers
  
4. Which of the following factors influences network design decisions the most?
  - (a) Customer service requirements
  - (b) Cost of fuel
  - (c) Employee satisfaction
  - (d) Weather conditions
  
5. Transportation services also called as
  - (a) Logistics
  - (b) Financial
  - (c) Marketing
  - (d) None of these
  
6. Many time people have confusion between SCM and \_\_\_\_\_.
  - (a) Finance
  - (b) Transportation
  - (c) Marketing
  - (d) Human resource

7. Supplier selection focuses on
  - (a) Competitor's products
  - (b) Employee satisfaction
  - (c) Marketing budget
  - (d) Quality, cost and delivery
  
8. Lack of supply chain coordination leads to
  - (a) Reduced stock outs
  - (b) Excess inventory
  - (c) Increased efficiency
  - (d) Improved communication
  
9. A key future trend of IT in the supply chain is
  - (a) Reduced data sharing
  - (b) Greater automation and AI
  - (c) Increased manual processes
  - (d) Decreased visibility
  
10. Which IT system helps manage internal supply chain processes?
  - (a) CRM
  - (b) SRM
  - (c) ERP
  - (d) Social Media

**Part B**

(5 × 5 = 25)

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

11. (a) Explain their scope and importance of supply chain management.

Or

- (b) Differentiate between competitive strategy and supply chain strategy.

12. (a) Describe the four phases in the framework for network design decisions.

Or

- (b) Explain the advantages and disadvantages of centralized and decentralized distribution networks.

13. (a) Explain the modes of transportation and their performance characteristics.

Or

- (b) Compare and contrast different transportation strategies used by companies.

14. (a) Discuss the role of supply chain in capacity management.

Or

- (b) Define sourcing in supply chain management. Why is supplier selection important?

15. (a) Explain the Supply Chain IT framework with examples.

Or

- (b) Discuss how real-time data exchange improves supply chain visibility.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the role of logistics and supply chain management in modern business.

Or

- (b) Explain in detail the key drivers of supply chain performance and their impact on efficiency.

17. (a) Describe the role of network design in a supply chain and explain how it affects overall business performance.

Or

- (b) Explain the impact of e-commerce on distribution network design and customer service strategies.

18. (a) Explain the process of routing and scheduling in transportation and its importance in improving supply chain efficiency.

Or

- (b) Explain the impact of globalization on transportation networks and logistics management.

19. (a) Explain the bullwhip effect in supply chain management with an example.

Or

- (b) Analyze the effects of poor coordination in a supply chain. How does it impact costs, inventory, and customer satisfaction?

20. (a) Explain about the emerging IT trends in supply chain management.

Or

- (b) Explain its role in coordinating production, inventory, and orders for ISCM.
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**C-7176**

**Sub. Code**

**92036A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary objective of CRM?
  - (a) Increase product sales
  - (b) Reduce operational costs
  - (c) Build and maintain customer relationships
  - (d) Increase supplier relationships
  
2. Service Level Agreements (SLAs) are primarily used to:
  - (a) Define customer satisfaction metrics
  - (b) Set performance expectations
  - (c) Reduce customer interactions
  - (d) Increase product prices

3. Cross-selling involves:
  - (a) Selling complementary products
  - (b) Selling more expensive products
  - (c) Increasing customer complaints
  - (d) Reducing customer engagement
  
4. Event-based marketing is focused on:
  - (a) Seasonal promotions
  - (b) Randomly selecting customers
  - (c) Limiting product options
  - (d) Ignoring customer preferences
  
5. The sales process generally begins with:
  - (a) Lead generation
  - (b) Customer retention
  - (c) Pricing strategies
  - (d) Product delivery
  
6. Enterprise Resource Planning (ERP) supports CRM by:
  - (a) Eliminating customer segmentation
  - (b) Integrating customer data with business processes
  - (c) Increasing marketing costs
  - (d) Reducing employee interaction

7. Market Basket Analysis (MBA) in CRM is used to:
  - (a) Track employee performance
  - (b) Identify patterns in customer purchases
  - (c) Reduce customer engagement
  - (d) Increase product costs
  
8. Which of the following is NOT a function of data mining in CRM?
  - (a) Improving customer retention
  - (b) Enhancing marketing strategies
  - (c) Managing employee payroll
  - (d) Identifying customer trends
  
9. Which is a major challenge in CRM adoption?
  - (a) Lack of top management support
  - (b) Reducing supplier communication
  - (c) Increased product costs
  - (d) Eliminating marketing efforts
  
10. Selling CRM internally involves:
  - (a) Gaining employee buy-in and training
  - (b) Limiting customer interactions
  - (c) Eliminating supplier engagement
  - (d) Reducing service quality

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of Customer Relationship Management (CRM) and its significance in modern businesses.

Or

- (b) Describe the different levels of services in CRM and their importance.

12. (a) What are the key components of event-based marketing? How can companies use it effectively?

Or

- (b) How does customer retention contribute to profitability? Explain with examples.

13. (a) What is Sales Force Automation (SFA)? Explain its significance in modern sales management.

Or

- (b) Define Partner Relationship Management (PRM) and describe its lifecycle.

14. (a) Explain the importance of managing and sharing customer data in CRM.

Or

- (b) Discuss ethical and legal considerations in CRM data usage.

15. (a) How can companies sell CRM internally to ensure successful adoption?

Or

- (b) Discuss the various CRM tools available and their functionalities.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the role of technology in modern Customer Relationship Management (CRM).

Or

- (b) Explain the transition from product-centric to customer-centric business models in CRM.

17. (a) What is channel optimization in CRM, and why is it important?

Or

- (b) Explain the role of behavior prediction in CRM-based marketing strategies.

18. (a) Explain the importance of lead management in CRM.

Or

- (b) Compare Supplier Relationship Management (SRM) with traditional procurement.

19. (a) What is customer data integration, and why is it important in CRM?

Or

(b) Explain how data warehousing supports customer segmentation.

20. (a) What are the key success factors for CRM implementation?

Or

(b) What are the major challenges in CRM adoption, and how can they be overcome?

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**C-7177**

**Sub. Code**

**92036B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline And Airport Management**

**QUANTITATIVE TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Decision variables are
  - (a) controllable
  - (b) uncontrollable
  - (c) parameters
  - (d) none of the above
  
2. The graphical method of LP problem uses
  - (a) objective function equation
  - (b) constraint equations
  - (c) linear equations
  - (d) all of the above
  
3. The occurrence of degeneracy while solving a transportation problem means that
  - (a) total supply equals total demand
  - (b) the solution so obtained is not feasible
  - (c) the few allocations become negative
  - (d) none of the above

4. The method used for solving an assignment problem is called
- (a) reduced matrix method
  - (b) MODI method
  - (c) Hungarian method
  - (d) None of the above
5. FIFO is most applicable to sequencing of
- (a) One machine and 'n' jobs,
  - (b) 2 machines and 'n' jobs,
  - (c) 3 machine 'n' jobs,
  - (d) 'n' machines and 2 jobs.
6. In a 2 job and 'n' machine sequencing problem we find that:
- (a) Sum of processing time of both the jobs is same,
  - (b) Sum of idle time of both the jobs is same,
  - (c) Sum of processing time and idle time of both the jobs is same,
  - (d) Sum of processing time and idle time of both the jobs is different.
7. What does PERT stand for?
- (a) Project Estimation and Review Technique
  - (b) Program Evaluation and Review Technique
  - (c) Process Execution and Resource Tracking
  - (d) Project Efficiency and Resource Testing

8. Which type of projects is CPM best suited for?
- (a) Research-based and uncertain projects
  - (b) Routine and repetitive projects
  - (c) Highly creative projects with undefined tasks
  - (d) Projects that do not require time estimates
9. Queuing models measure the effect of
- (a) Random arrivals
  - (b) Random service
  - (c) Effect of uncertainty on the behaviour of the queuing system
  - (d) Length of queue
10. Which cost of the following is irrelevant to replacement analysis?
- (a) Purchase cost of the machine
  - (b) Operating cost of the machine
  - (c) Maintenance cost of the machine
  - (d) Machine hour rate of the machine

**Part B**

(5 × 5 = 25)

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

11. (a) What are the essential steps in effective decision-making?
- Or
- (b) Explain the different types of decision models.
12. (a) Explain the process of solving a transportation problem.
- Or
- (b) Give the mathematical formulation of an assignment problem. How does it differ from a transportation problem?

13. (a) Explain the application of sequencing model. Mention different types of sequencing problem you come across.

Or

- (b) Explain the methodology of Johnson and Bellman method to solve sequencing problem.

14. (a) How does PERT technique help a business manager in decision making?

Or

- (b) Elucidate steps for performing CPM.

15. (a) Explain with suitable examples about the queue. Why do you consider the study of waiting line as an important aspect?

Or

- (b) Explain different types of replacement problems by giving examples.

**Part C**

(5 × 8 = 40)

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

16. (a) A company sells two different products A and B, making a profit of Rs 40 and Rs 30 per unit, respectively. They are both produced with the help of a common production process and are sold in two different markets. The production process has a total capacity of 30,000 man-hours. It takes three hours to produce a unit of A and one hour to produce a unit of B. The market has been surveyed and company officials feel that the maximum number of units of A that can be sold is 8,000 units and that of B is 12,000 units. Subject to these limitations, products can be sold in any combination. Formulate this problem as an LP model to maximize profit.

Or

(b) Maximize  $Z = 3a + 2b$  S.T.

$$1a - 1b \leq 1$$

$$1a + b \geq 3 \text{ and both } x \text{ and } y \text{ are } \geq 0$$

17. (a) Why does Vogel's approximation method provide a good initial feasible solution? Can the North-West Corner method ever be able to provide an initial solution with a cost as low as this?

Or

(b) Explain the processing  $n$  jobs and 2 Machines.

18. (a) There are two jobs job 1 and job 2. They are to be processed on two machines, machine A and Machine B in the order AB. Job 1 takes 2 hours on machine A and 3 hours on machine B. Job 2 takes 3 hours on machine A and 4 hours on machine B. Find the optimal sequence which minimizes the total elapsed time.

Or

(b) In a maintenance shop mechanics has to reassemble the machine parts after yearly maintenance in the order PQRST on four machines A, B, C and D. The time required to assemble in hours is given in the matrix below. Find the optimal sequence.

Machine Parts (Time in hours to assemble)

	P	Q	R	S	T
A	7	5	2	3	9
B	6	6	4	5	10
C	5	4	5	6	8
D	8	3	3	2	6

19. (a) Find critical path method.

1-2	2-3	3-4	3-5	3-6	6-7	7-8
10	05	08	07	06	05	20

Or

(b) Compare and contrast CPM and PERT, under what conditions would you recommend the scheduling by PERT? Justify your answer with reasons?

20. (a) The initial cost of a machine is Rs. 6100/- and its scrap value is Rs.100/-. The maintenance costs found from experience are as follows:

Year:	1	2	3	4	5	6	7	8
Annual maintenance cost in Rs.:	100	250	400	600	900	1200	1600	2000

When should the machine be replaced?

Or

(b) A manufacturer is offered 2 machines A and B. A is priced at Rs. 5000/- and running costs are estimated at Rs. 800/- for each of the first five years and increasing there by Rs. 200/- per year in the sixth and subsequent years. Machine B, which has the same capacity as A with Rs. 2500/- but will have running costs of Rs.1200 per year for 6 years, and increasing by Rs. 200/- per year thereafter. If money is worth 10 % per year, which machine should be purchased? Assume that the scrap value for both machines is negligible.

**C-7178**

**Sub. Code**

**92037A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.**

**Third Semester**

**Airline and Airport Management**

**TRAVEL AND TOURISM MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. How did Thomas Cook impact travel for the middle class?
  - (a) Developed exclusive luxury tours
  - (b) Introduced affordable package tours
  - (c) Created budget hotels
  - (d) Offered complimentary insurance
  
2. Which of the following best describes a wholesale travel agency?
  - (a) Directly sells travel products to customers
  - (b) Assembles travel components into packages
  - (c) Primarily focuses on ticket booking
  - (d) Exclusively deals with corporate clients
  
3. Which factor is crucial for setting up a full-fledged travel agency?
  - (a) Location in a rural area
  - (b) Avoiding government regulations
  - (c) IATA accreditation and financial stability
  - (d) Limiting services to ticket booking

4. Which of the following is NOT a function of a travel agency?
- (a) Hotel reservations
  - (b) Currency exchange
  - (c) Manufacturing travel accessories
  - (d) Tour package design
5. Why is tour pricing strategy essential in package design?
- (a) To encourage competition
  - (b) To eliminate budget travelers
  - (c) To ensure profitability while offering value to customers
  - (d) To increase booking complications
6. Why is country code important in travel planning?
- (a) To determine local weather conditions
  - (b) To avoid cultural misunderstandings
  - (c) To facilitate international communication and bookings
  - (d) To calculate currency exchange rates
7. Which global organization is responsible for promoting sustainable tourism?
- (a) UNWTO
  - (b) ICCA
  - (c) PATA
  - (d) IATO
8. Which Indian government body plays a key role in national tourism development?
- (a) ICCA
  - (b) PATA
  - (c) ITDC
  - (d) WTTC
9. Which sector contributes most to revenue generation in the travel industry?
- (a) Retail tourism
  - (b) Luxury cruise travel
  - (c) Accommodation sector
  - (d) Local transportation

10. Which accommodation type is designed for short-term business travellers?
- (a) Resorts
  - (b) Business hotels
  - (c) Backpacker hostels
  - (d) Luxury villas

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the historical evolution of the travel trade and its impact on modern tourism.

Or

- (b) Describe the significance of linkages and integration in travel trade.

12. (a) Explain the process of selling up a full-fledged travel agency.

Or

- (b) How does government recognition benefit travel agencies?

13. (a) Define an itinerary and explain its importance in tourism.

Or

- (b) What are the classifications of tour packages?

14. (a) Explain the roles and responsibilities of travel trade associations.

Or

- (b) Discuss the objectives and functions of UFTAA.

15. (a) Explain the role of Travel sector and its importance for improving travel business.

Or

- (b) Explain the sales distribution system.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the contributions of Thomas Cook and American Express Company in revolutionizing the travel business.

Or

- (b) Explain in detail the emergence of travel agencies and their role in tourism development.
17. (a) Explain the documentation process required for international travel.

Or

- (b) Analyse the importance of diversification in the travel agency business.
18. (a) Explain the differences between FIT (Free Independent Traveler) and GIT (Group Inclusive Tour) itineraries.

Or

- (b) Explain the process of tour packaging with suitable examples.
19. (a) Explain the significance of PATA, IRACTE, and UNWTO in shaping tourism policies.

Or

- (b) Explain the functions of TAAI, IATO, and IAAI.
20. (a) Explain the ancillary services in detail.

Or

- (b) Explain in detail about the sales distribution system.

**C-7180**

**Sub. Code**

**92041A**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Airline and Airport Management**

**AVIATION AND AIRPORT SECURITY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The first major Open Skies agreements were entered into in \_\_\_\_\_.
  - (a) 1969
  - (b) 1964
  - (c) 1979
  - (d) 1989
  
2. The Tokyo convention focuses on offences that jeopardize:
  - (a) The safety of the aircraft and persons on board the aircraft
  - (b) The good order on board the aircraft
  - (c) The penal code of the state of registry of the aircraft
  - (d) All of the above

3. \_\_\_\_\_ is a federal agent disguised to look like regular passenger and is authorized to carry a gun and make arrests.
- (a) National Security Guard
  - (b) Air Marshal
  - (c) Sky Marshal
  - (d) Security Guard
4. Defence Information Warfare Agency (DIWA) which handles all elements of \_\_\_\_\_.
- (a) Information warfare repertoire
  - (b) Cyber-war
  - (c) Electronic Intercepts
  - (d) All the above
5. First line of defense in airport security is deployed in \_\_\_\_\_.
- (a) Fences, barriers and walls
  - (b) Airport Entrance
  - (c) Ramp
  - (d) All the above
6. A \_\_\_\_\_ is a whole-body imaging device used for detecting objects concealed underneath a person's clothing using a form of electromagnetic radiation.
- (a) Passive Millimeter Wave Scanner
  - (b) Millimeter Wave Scanner
  - (c) Explosives Trace Detectors
  - (d) None of the above

7. An Airports capable of handling a particular rated aircraft during an emergency landing and whose flying distance at the point of emergency shall not exceed the period for that aircraft.
- (a) Domestic Airport
  - (b) International Airport
  - (c) Diversion Airport
  - (d) Military Airport
8. A \_\_\_\_\_ is a dog that is trained to use its senses to detect substances such as explosives, illegal drugs, wildlife scat, currency, blood, and contraband electronics such as illicit mobile phones.
- (a) Police Dog
  - (b) Cadaver Dogs
  - (c) Sniffer Dog
  - (d) Hunting Dog
9. Conventional Weapons are \_\_\_\_\_.
- (a) Chemical Weapons
  - (b) Biological Weapons
  - (c) Nuclear Weapons
  - (d) All the above

10. Any, occurrence at an aerodrome involving the incorrect presence of an aircraft, vehicle or person on the protected area of a surface designated for the landing and take-off of aircraft, is known as \_\_\_\_\_.
- (a) Runway take off point
  - (b) Runway Excursion
  - (c) Runway Incursion
  - (d) None of the above

**Part B**

(5 × 5 = 25)

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

11. (a) Explain about growth of Protecting public Air transportation.

Or

- (b) Describe the Aviation Regulation and air Law.

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

Or

- (b) Discuss about domestic terrorism.

13. (a) Explain about the Airborne aircraft security.

Or

- (b) Enumerate the principles of Metal Detectors.

14. (a) How will you contrast blast containment from blast management?

Or

- (b) Describe the aviation safety assessment program.

15. (a) Explain about the Airspace Alarm Sensors.

Or

- (b) Explain the operation of Flight Vu Aircraft Data Scanner.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain in detail with example about Crimes against Humanity.

Or

- (b) Explain briefly about New Carrier Rule and New Airport Operator Rules in terms of Airport Security.

17. (a) Discuss in detail about Domestic terrorism and Nuclear terrorism.

Or

- (b) What is counter terrorism? Explain in detail.

18. (a) Briefly explain about the Hand-Held Body scanners and X-Ray used in Airport.

Or

- (b) Explain in detail about airborne aircraft security is attained.

19. (a) Describe the cargo Carrier Responsibility and aviation safety.

Or

(b) Differentiate blast containment and blast management.

20. (a) Briefly explain the Discuss briefly about Microwave Holographic Imaging.

Or

(b) Explain in detail about Airport/Runway Incursions.

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**C-7181**

**Sub. Code**

**92041B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Airline and Airport Management**

**AVIATION ANCILLARY SERVICES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT classified as an airline ancillary service?
  - (a) Baggage
  - (b) Seat Assignment
  - (c) In-flight Entertainment
  - (d) Premium Seat
  
2. What is the primary difference between self-handling and outsourcing in ground handling services?
  - (a) Self-handling is cheaper
  - (b) Outsourcing involves hiring third-party companies
  - (c) Self-handling requires fewer resources
  - (d) Outsourcing is more reliable
  
3. Which of the following is a key application of market segmentation in ancillary services?
  - (a) Reducing costs
  - (b) Increasing passenger load
  - (c) Tailoring services to specific customer groups
  - (d) Standardizing services

4. Which category of passengers requires specialized handling during passenger handling processes?
  - (a) Business Travelers
  - (b) Economy Class Passengers
  - (c) VVIPs and VIPs
  - (d) Frequent Flyers
  
5. Which service is typically performed at the export shed in cargo services?
  - (a) Handling of imported goods
  - (b) Booking of perishable cargo
  - (c) Handling of goods for export
  - (d) Storage of transit goods
  
6. What is an Airway Bill in the context of air cargo services?
  - (a) A bill for passenger air travel
  - (b) A receipt for cargo shipment
  - (c) A booking confirmation for live animals
  - (d) A certificate for cargo insurance
  
7. What is a critical aspect of catering services in aviation?
  - (a) In-flight entertainment
  - (b) Preparation and Security
  - (c) Frequent flyer programs
  - (d) Seat assignments
  
8. Which pricing model involves charging separately for each service provided?
  - (a) Bundling
  - (b) Unbundling
  - (c) A la carte pricing
  - (d) Discount pricing

9. Annex 17 in aviation security pertains to:
- (a) Aircraft maintenance procedures
  - (b) Standard and Recommended Practices (SARPs) for security
  - (c) Ground handling protocols
  - (d) Catering services guidelines
10. Which technology is commonly used for access control and alarm monitoring at airports?
- (a) CCTV cameras
  - (b) Biometric scanners
  - (c) Metal detectors
  - (d) Boarding pass readers

**Part B**

(5 × 5 = 25)

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

11. (a) Explain about the meaning and significance of ancillary services.
- Or
- (b) Explain about Aircraft facilities in brief.
12. (a) Explain about baggage handling in brief.
- Or
- (b) What is the use of a departure concourse?
13. (a) Explain about import shed and its functions.
- Or
- (b) Explain about the types of cargo.
14. (a) Explain about information dissemination.
- Or
- (b) What the factors influencing pricing decisions and market demand in the aviation industry?
15. (a) Explain about access control in brief.
- Or
- (b) Explain about unbundling and bundling in brief.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain about airline ancillary services in detail.

Or

- (b) Explain about the IATA ground handling council.

17. (a) Explain about special passengers and their handling procedures in detail.

Or

- (b) Explain about Market segmentation and ancillary revenue in detail.

18. (a) Explain about cargo aircraft handling procedures.

Or

- (b) Explain about airway bill and its functions in detail.

19. (a) Explain about inter-terminus transfers and its functions in detail.

Or

- (b) Write in detail about the operations and management followed at airports.

20. (a) Explain about the planning and design considerations for security at airports.

Or

- (b) Write about the Security screening, infrastructures and procedures followed at airports in detail.

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**C-7183**

**Sub. Code**

**92042B**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025.**

**Fourth Semester**

**Airline and Airport Management**

**CABIN CREW MANAGEMENT**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Is it necessary to do the flight medical check and breath analyzer test for all crew?
  - (a) It is only for the pilot in command (PIC)
  - (b) It is only for the captain and the first officer
  - (c) Only for the lead cabin attendant
  - (d) It is for both cockpit crew as well as cabin crew
  
2. Are all cabin crew trained first aiders?
  - (a) Only the lead cabin attendant.
  - (b) Only the second in command
  - (c) All the trained first aiders.
  - (d) None of them.

3. To fly as a cabin crew, is it compulsory to clear DGCA exam?
  - (a) Not required
  - (b) Only in some specific airlines
  - (c) Only in Air India
  - (d) It is compulsory
4. What is CRM in aviation?
  - (a) Crew resource management
  - (b) Controlled resource management
  - (c) Customer relation management
  - (d) Customer relation manager
5. Cabin crew does not use visa during their lag overs in international stations, what do they use instead?
  - (a) CBD
  - (b) GD
  - (c) Customs Papers
  - (d) Clearance from police
6. How many exits are there in Airbus A321?
  - (a) 10
  - (b) 6
  - (c) 8
  - (d) 12
7. How many floor level exits are there in A320?
  - (a) 4
  - (b) 6
  - (c) 8
  - (d) 10
8. Who has the final authorities in the flight once the flight is above ground?
  - (a) The lead cabin attendant
  - (b) The PIC
  - (c) The first officer
  - (d) The L2 (second in command)
9. Is the following statement correct, “only the lead cabin attendant is trained in SEP”?
  - (a) Correct
  - (b) Lead and the second in command attendant is trained in SEP
  - (c) All crew are trained in SEP
  - (d) None are trained in SEP only the pilots

10. Who administers the AVSEC training of the crew?
- (a) Individual airlines are responsible for their own crew
  - (b) DGCA
  - (c) BCAS
  - (d) AAI

**Part B**

(5 × 5 = 25)

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

11. (a) Write about organizational chart of an airline.

Or

- (b) Write in brief about Medical standards of aviation industry.

12. (a) Explain the components of training in brief.

Or

- (b) Explain about self-image building skills.

13. (a) Explain the importance of Professionalism in aviation industry.

Or

- (b) Enumerate the importance of conflict management.

14. (a) List out the importance of Breath analyzer.

Or

- (b) Explain the uses of cabin crew competency card.

15. (a) Explain the role of flight attendant in brief.

Or

- (b) Explain about the process of procedure inspector training.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the qualification criteria for SEP instructor.

Or

- (b) Write in detail about grooming standards to be followed by the cabin crew.

17. (a) Explain the procedures to be followed by the cabin crew at base for duty.

Or

- (b) Explain the importance of Motivational in airline industry.

18. (a) Explain the process of on the job vs off the job training.

Or

- (b) Describe the role, nature and process of Aviation security.

19. (a) Explain in brief team building strategies in organization.

Or

- (b) Explain the role of CRM training methods in aviation industry.

20. (a) Brief about the process of handling dangerous goods with suitable case study.

Or

- (b) List out the features of different kinds of aircrafts.

**C-7185**

**Sub. Code**

**92015**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**First Semester**

**Airline and Airport Management**

**STATISTICAL METHODS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define statistics.
2. Why consents is important in business?
3. What is meant by 'Measure of Central Tendency'?
4. Define correlation.
5. Statement of additive rule of probability.
6. Define Binomial distribution.
7. What is the need to analyse the time series?
8. What are weighted index numbers?
9. Define alternative hypothesis.
10. Define the term 'level of significance'.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the concept of tradeoff with an example.

Or

(b) Evaluate  $\int_4^9 \left( \sqrt{x} + \frac{1}{3\sqrt{x}} \right) \cdot dx$ .

12. (a) Find out absolute and relative dispersion of range from the following observations.

Marks : 63, 68, 71.5, 83, 50, 27, 64, 38, 40

Or

- (b) Calculate standard deviation from the following observations of marks of five students of a tutorial group.

Marks out of 25

8 12 13 15 22

13. (a) A bag contains 5 black and 10 white balls. What is the probability of drawing

- (i) A black ball  
(ii) A white ball

Or

- (b) Explain the characteristics of the poisson distribution.

14. (a) Given the following data and assuming 1991 as the base year, find out index number value of the prices of different commodities for the year 1995.

Commodity	A	B	C	D	E
Prices in 1991 (Rs.)	50	40	10	5	2
Prices in 1995 (Rs.)	80	60	20	10	6

Or

- (b) Why Fisher's formula for computing index number is said to be ideal? Explain.

15. (a) Discuss the types of error in testing hypothesis.

Or

(b) How is power related to the probability of making a Type II error?

**Part C**

(3 × 10 = 30)

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

16. (a) From the following data of the weight of 100 persons in a commercial concern determined the modal weight.

Weight (in kg.)	58	60	61	62	63	64	65	66	68	70
No. of persons	4	6	5	10	20	22	24	6	2	1

Or

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

Height of students (in ans)	120	122	124	126	130	140	150	160
No. of students	1	3	5	7	10	3	1	1

17. (a) A manufactures of laptop computer monitors has determined that on an average, 3% of screens produced are defective. A sample of one dozen monitor's from a production lot was taken at random. What is the probability that in this sample fewer than 2 defectives will be found?

Or

- (b) Calculate index numbers of price from the following data by applying.
- (i) Laspeyre's method
  - (ii) Paasche method
  - (iii) Bawley's method
  - (iv) Fisher's ideal method

Commodity	2006		2007	
	Price	Quantity	Price	Quantity
A	2	8	4	6
B	5	10	6	5
C	4	14	5	10
D	2	19	2	13

18. (a) In 150 tosses of a coin, 90 heads were observed. Test the hypothesis that the coin is fair at a level of significance of 0.05 as well as at 0.01.

Or

- (b) The heights of soldiers are normally distributed, If 11.51% of the soldiers are taller than 70.4 inches and 9.68% are shorter than 65.4 inches, find the mean and the standard deviation for the data of heights of soldiers.

**C-7189**

**Sub. Code**

**92024**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Second Semester**

**Airline and Airport Management**

**PRINCIPLES OF AVIATION MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Airport.
2. Write short notes on Line Department.
3. What is Code Sharing?
4. Define Taxiway.
5. What is Aerodrome Reference Code?
6. List out Check In Procedure.
7. State Instructional Flying.
8. What are the functions of fixed base operators?
9. Write short notes on Navigation System.
10. What are the causes of Airport Privatization?

**Part B**

(5 × 5 = 25)

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

11. (a) List out the functions of airline management.

Or

- (b) Explain the benefits of air transport.

12. (a) Explain about the steps involved in Airport Master Plan.

Or

- (b) Explain about the nature of airport terminal.

13. (a) What are the process passenger and freight screening?

Or

- (b) What are the principles of Airport Protection?

14. (a) Explain the importance of general aviation.

Or

- (b) Explain about RAMP services.

15. (a) Explain about the objectives of Airport privatization.

Or

- (b) What is the process in allocation of Runway slots?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in brief about Line department and their functions.

Or

- (b) Explain about steps for Airport master plan.

17. (a) Explain about Dangerous goods carried by passengers and crew.

Or

- (b) Explain about the functions of Fixed Base Operators.

18. (a) Explain in brief about facilities of ATC.

Or

- (b) Explain about different types of Airport Regulation.
-

**C-7192**

**Sub. Code**

**92031**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**AVIATION AND AIRPORT SECURITY**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term National Security Asset in the context of air transportation.
2. What is the President's Commission on Aviation Security Improvement Act of 1990?
3. Describe domestic terrorism in the US and its implications for airport security.
4. What is nuclear terrorism?
5. What is the purpose of security screening at airports?
6. What is trace-detection technology?
7. What is the primary responsibility of a cargo carrier in air cargo security?
8. What is the TSA's role in inspecting airports for security compliance?

9. What is the purpose of the Flight Vu™ Aircraft Data Scanner?
10. List two methods used to detect explosives and nuclear threats at airports.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the role of the United Nations, ICAO, and ECAC in setting international aviation security standards.

Or

- (b) Discuss the role of airport security and the changes introduced post-9/11.

12. (a) Discuss the effectiveness of reinforced cockpit doors in preventing hijackings.

Or

- (b) How does the Central Intelligence Agency (CIA) contribute to preventing aviation terrorism?

13. (a) Explain the role of taggants in airport security.

Or

- (b) What is the impact of X-ray screening on film and laptops?

14. (a) Compare and contrast blast containment and blast management in airport security.

Or

- (b) What are the key characteristics of a diversion airport in security planning?

15. (a) Define Microwave Holographic Imaging and its application in airport security.

Or

- (b) What are the major methods used to detect conventional weapons at airport security checkpoints?

**Part C**

(3 × 10 = 30)

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

16. (a) Examine the importance of research and development in civil aviation security and its role in preventing attacks.

Or

- (b) Explain the evolution of aviation security regulations from the 1970s to the present.

17. (a) Explain how Abu Nidal, Hamas, and Hezbollah have influenced aviation terrorism.

Or

- (b) Explain how screening checkpoints can be augmented to improve airport security.

18. (a) How do bomb-sniffing dogs assist in airport security operations? Discuss their effectiveness and limitations.

Or

- (b) Explain how the Intelliscan 12000 Metal Detector enhances metal detection in airport screening.

**C-7193**

**Sub. Code**

**92032**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**STRATEGIC AIRPORT PLANNING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is airport system planning?
2. What are the primary environmental concerns in airport planning?
3. List three airport benefits for the community.
4. Define capacity constraints in airport management.
5. Define the term Metropolitan Airport System and explain its significance.
6. What factors influence activity allocation in airport system planning?
7. What are the primary responsibilities of an airport manager?
8. What are the different airfield lighting systems?

- 9. Define Air Traffic Management (ATM).
- 10. Name three political influences on airport operations.

**Part B**

(5 × 5 = 25)

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

- 11. (a) Explain the importance of sustainability in modern airport planning.

Or

- (b) Explain the importance of setting goals and objectives in airport system planning.

- 12. (a) What are the key challenges in managing airport revenues and costs effectively?

Or

- (b) Discuss the impact of ultimate consumers' preferences on airline and airport operations.

- 13. (a) Describe the principles and processes of airport system planning.

Or

- (b) What are the main steps involved in the system planning process?

- 14. (a) Describe the importance of weather reporting facilities at an airport.

Or

- (b) Explain the role of air traffic control (ATC) in airport operations.

15. (a) What are the major environmental challenges faced by airports today?

Or

- (b) Explain the historical development of airport terminals.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the major challenges faced by traditional airport planning approaches and how they can be addressed.

Or

- (b) Explain the significance of sustainability in airport planning. What strategies can be implemented to make airports environmentally friendly?

17. (a) Explain the national government's role in aviation policy and airport development.

Or

- (b) Explain the concept of regional airport system planning. How does it contribute to efficient air transportation?

18. (a) Explain the role of an airport manager in public relations and crisis management.

Or

- (b) Explain the key components of an airport terminal and their functions.

**C-7194**

**Sub. Code**

**92033**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**AIRLINE FINANCE MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Mention two limitations of financial statements for airlines.
2. Define the Time Value of Money (TVM) in the context of airline investments.
3. Define bank overdraft and its significance in airline finance.
4. What is meant by public issues of shares?
5. List institutions involved in airline finance.
6. Define capital budgeting in airline finance.
7. List the key features of Aircraft Leasing.
8. Define Aircraft Leasing.

9. What is an investment decision?
10. Define mergers and acquisitions in the airline industry.

**Part B**

(5 × 5 = 25)

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

11. (a) Define finance and explain its meaning in the airline industry.

Or

- (b) List and explain the primary functions of a financial manager in an airline

12. (a) Define debentures and explain their advantages.

Or

- (b) Explain the concept of commercial papers.

13. (a) Discuss the factors that determine the value of traffic rights and airport slots.

Or

- (b) Discuss the internal and external sources of airline finance.

14. (a) Mention two advantages and two disadvantages of aircraft leasing.

Or

- (b) Describe the different types of aircraft leases.

15. (a) Explain the impact of exchange rate fluctuations on airline fuel costs.

Or

- (b) Discuss the various methods used to value assets in airline mergers and acquisitions.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the accounting treatment for Frequent Flyer Award programs in airlines.

Or

- (b) Compare cash flow statements and funds flow statements with suitable airline industry examples.

17. (a) What is venture capital financing? Explain its methods and relevance in the airline industry.

Or

- (b) Explain the different methods of valuing tangible and intangible assets of an airline.

18. (a) Discuss the Merits and Demerits of Aircraft Leasing. How does it impact airline operations?

Or

- (b) Explain the concept of airline privatization and discuss its advantages and challenges.

**C-7195**

**Sub. Code**

**92034**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**AIRPORT OPERATIONS MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is an airline station?
2. Define the Airline Operators Committee (AOC).
3. What is the purpose of passenger ID verification?
4. Define VIP handling in airline operations.
5. What steps should passengers take in case of baggage pilferage?
6. Define baggage reconciliation.
7. Define in-flight catering.
8. What is IATA Catering Quality Assurance (ICQA)?

9. What is airside safety awareness, and why is it critical?
10. List five types of Personal Protective Equipment (PPE) used in airside operations.

PART – B (5 × 5 = 25)

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

11. (a) Explain the importance of managerial aspects in airline station management.

Or

- (b) Explain the difference between security and safety emergency responses.

12. (a) Explain the significance of the Passenger Boarding process.

Or

- (b) What are irregular operations (IROPS).

13. (a) What are the main causes of baggage mishandling, and how can airlines address them?

Or

- (b) What is the role of MITA in baggage operations, and how does it contribute to smooth baggage handling?

14. (a) Explain the significance of hygiene audits in catering operations.

Or

- (b) What factors determine food composition in airline meals?

15. (a) Define a Safety Management System (SMS) and its importance in airport operations.

Or

- (b) Explain the safety procedures for aircraft refueling.

PART – C

(3 × 10 = 30)

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

16. (a) Differentiate between safety, security, and health emergency response plans in airport operations.

Or

- (b) Briefly discuss the role and responsibilities of a Station Manager in ensuring smooth airport operations.

17. (a) Describe the special handling procedures for pregnant women, blind passengers, and unaccompanied minors in air travel.

Or

- (b) Explain the role of baggage services staff in ensuring smooth baggage handling at an airport.

18. (a) Explain the step-by-step process of in-flight meal production, from raw material procurement to onboard service.

Or

- (b) Explain the impact of foreign objects on aircraft operations and provide examples of past incidents.

**C-7196**

**Sub. Code**

**92035**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Airline and Airport Management**

**AIR CARGO MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is air transportation?
2. What are the key facilities provided by air cargo?
3. Define cost elements in cargo.
4. List types of cargo.
5. What are the aircraft used for oversized cargo?
6. What is trimming in air cargo loading?
7. Who is responsible for issuing MAWBs and HAWBs?
8. What is Purpose of DCS in export compliance?
9. Name some important IATA bodies and their responsibilities.
10. What are IATA areas?

**Part B**

(5 × 5 = 25)

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

11. (a) Write the Significance of air transportation in Logistics.

Or

- (b) Why is air transportation important in logistics?

12. (a) What is the role of demand-supply economics in air cargo pricing?

Or

- (b) Why are some types of cargo more price-sensitive than others?

13. (a) How to ensure the safety of cargo in airline?

Or

- (b) How are dangerous goods safely transported by air?

14. (a) What is an Air Waybill? Why it is important?

Or

- (b) Why is a DCS necessary for controlled goods?

15. (a) Describe about FIATA.

Or

- (b) What are the freedoms of the air?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain Factors influencing growth in Air Logistics.

Or

- (b) What challenges do shippers face in making international payments?

17. (a) Explain role and responsibility of Airport Authority of India in air cargo logistics.

Or

- (b) What are the differences between priority overnight, same-day, and economy air cargo services?

18. (a) Explain the steps in air cargo loading procedures.

Or

- (b) Explain the different types of Certificates of Origin.
-

**C-7199**

**Sub. Code**

**92041**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Airline and Airport Management**

**AVIATION MAINTENANCE MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by maintenance?
2. Define redesign.
3. Define type certificate.
4. Write five codes of surface type in aviation chart.
5. Define variable routine.
6. What are the functions of technical publication?
7. What is meant by line maintenance?
8. What functions do Maintenance and Engineering (M & E)?
9. Define quality audits.
10. Define quality assurance.

**Part B**

(5 × 5 = 25)

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

11. (a) Write the objective of maintenance.

Or

- (b) Describe about the Zonal Maintenance Tasks.

12. (a) Explain steps in detail about airline generated documentation.

Or

- (b) Explain about the types of aviation certificate with neat sketches.

13. (a) Explain technical training organization.

Or

- (b) What is meant by C check planning?

14. (a) What tasks are performed during a typical C-check?

Or

- (b) What are the functions of material directorate?

15. (a) Explain about requirement of Quality assurance.

Or

- (b) Explain in brief about safety regulation.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain briefly about the types of inspection.

Or

- (b) Explain in detail about the documentation.

17. (a) Explain about organization structure and TPPM.

Or

(b) Explain about ground support equipment (GSE) in hangar maintenance of aircraft.

18. (a) Write short notes on :

(i) FAA and JAA QC inspector

(ii) General safety rules.

Or

(b) Explain the managerial functions of material directorate.

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**C-7200**

**Sub. Code**

**92042**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Airline and Airport Management**

**AIR TRAFFIC CONTROL**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What are human factors in air traffic control systems?
2. What are the natural human error?
3. What are the five sensory memories?
4. What do you mean by perception?
5. What is an example of touch language?
6. How do we make communication with ATC as effective as possible?
7. What is the human machine system?
8. What is a radar service?
9. What is the cause of stress in aviation?
10. How do airlines manage fatigue?

**Part B**

(5 × 5 = 25)

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

11. (a) Write the role of human factors in the planning of the ATC system?

Or

- (b) What are behavioural skills?

12. (a) Explain the example of sensory memory.

Or

- (b) Write short note on perception.

13. (a) What are the common mistakes to avoid in ATC communication?

Or

- (b) Write the basic characteristics of decision support system.

14. (a) Write short note on airport surveillance radar?

Or

- (b) List out the benefits of ADS-B.

15. (a) What are the major sources of stress in air traffic management?

Or

- (b) Discuss the actions to minimise of fatigue?

**Part C**

(3 × 10 = 30)

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

16. (a) Elaborate the ways to categorize the human error?

Or

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

17. (a) Elaborate the role of nonverbal communication in aviation.

Or

- (b) List out the adverse effects of breakdown in team work of ATC.

18. (a) Discuss about the issues related to decision making and coordination in air traffic control.

Or

- (b) Elaborate the methods used for en-route procedural control.
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**C-7201**

**Sub. Code**

**92043**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Airline and Airport Management**

**AVIATION RULES AND REGULATIONS**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the Indian Aircraft Act, 1934?
2. Define airworthiness in aviation.
3. Define a Restricted Type Certificate (RTC).
4. Define “Change of Ownership” in aircraft registration.
5. Define the categories of an organization under DGCA approval.
6. What is CAR-145?
7. What is an aircraft defect, and how is it recorded?
8. What are the key requirements for aerodrome licensing?
9. List any two requirements for flight testing.
10. Define an Aircraft Flight Manual.

**Part B**

(5 × 5 = 25)

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

11. (a) Differentiate between voluntary and mandatory modifications in aircraft maintenance.

Or

- (b) Describe the role of logbooks in aviation and their significance in aircraft maintenance.

12. (a) What is the difference between a Type Certificate and a Supplemental type Certificate?

Or

- (b) Discuss the validity of the Certificate of Airworthiness (C of A).

13. (a) What are the legal implications of improper aircraft weightment?

Or

- (b) Discuss the procedure and key requirements for obtaining CAR-145 certification.

14. (a) Differentiate between aircraft incidents and accidents.

Or

- (b) Discuss the aircraft incident and accident investigation procedures.

15. (a) What is the procedure for MEL preparation?

Or

- (b) Discuss the conditions for allotment of exit row seats.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the Civil Aviation Requirements (CAR), including their sections, subjects and the process for issuance and revision.

Or

- (b) Elaborate on DGCA circulars, including Aeronautical Information Circular (AIC) and Airworthiness Advisory Circular (AAC).

17. (a) Discuss the different categories of aircraft registration under DGCA and the requirements and procedure for issuing a Certificate of Registration (C of R).

Or

- (b) Explain the complete procedure for the weightment of an aircraft and preparation of a weight schedule.

18. (a) Explain the licensing requirements, eligibility criteria and privileges of an Aircraft Maintenance Engineer (AME).

Or

- (b) List and explain the mandatory documents that must be carried on board an Indian-registered civil aircraft.

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**C-7202**

**Sub. Code**

**92044**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Airline and Airport Management**

**STRATEGIC AVIATION MANAGEMENT**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List the elements of strategy in strategic management
2. What is the difference between the macro and micro environment?
3. What is industry analysis?
4. What are the challenges faced by emerging industries in aviation?
5. What is the GE Multifactor Matrix?
6. What is portfolio analysis in corporate strategy?
7. What are the key elements of McKinsey's 7S Framework?
8. Define conflict management in an airport setting.
9. What are the key criteria for strategy evaluation?
10. Give an example of how E-Business is used in modern airports.

**Part B**

(5 × 5 = 25)

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

11. (a) What is Environmental Analysis and why is it important?

Or

- (b) Explain in detail the internal and external environment affecting airlines.

12. (a) Explain the concept of synergy in corporate strategy.

Or

- (b) Define competitive advantage with an example from the airline industry.

13. (a) Explain the BCG Matrix.

Or

- (b) Explain the niche strategy with an example of an airline that adopts it.

14. (a) Differentiate between functional structure and product structure.

Or

- (b) Explain the role of project structure in aviation organizations.

15. (a) Explain the concept of Employee-Level Control in airline management.

Or

- (b) Differentiate between E-Commerce and E-Business in aviation.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the concept of Strategic Management and discuss its importance in the aviation sector.

Or

- (b) What is the macro environment? Discuss the key macro-environmental factors influencing airline business strategy.

17. (a) Explain Michael Porter's Five Forces Model in the context of the airline industry with relevant examples.

Or

- (b) Discuss Porter's Competitive Strategies (Cost Leadership, Differentiation, Niche, and Best-Cost) and analyze their application in the airline industry with examples.

18. (a) Explain the various TQM tools and techniques used to improve aviation services.

Or

- (b) Discuss the advantages and challenges of outsourcing in the airline industry. Give suitable examples.
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**C-7203**

**Sub. Code**

**92045**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Airline and Airport Management**

**AIRPORT ENGINEERING**

**(2016 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by Airport engineering?
2. What are the functions of DGCA?
3. What is displacement threshold in runway marking?
4. Write five codes of surface type in aviation chart?
5. What are the primary sources of aeronautical revenue for airports?
6. How do airlines and airports coordinate to ensure efficient handling of long-haul and short-haul flights?
7. What does it mean if a pilot sees all VASI lights as red?
8. What are the goods prohibited for Air carriage?
9. What is an NDB (Non-Directional Beacon), and how does it assist in navigation?
10. What is slant range error in DME?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the comparison of air transport with other modes of Transportation.

Or

- (b) What are the functions of ICAO and its structure?

12. (a) Discuss the effect of noise on airport planning.

Or

- (b) Describe about taxing lighting.

13. (a) How do apron management systems ensure the safety and efficiency of ground operations?

Or

- (b) What are the procedures for handling hazardous materials on the ramp to prevent accidents?

14. (a) Describe about the security services in airport.

Or

- (b) What are the advantages of PAPI over VASI?

15. (a) How do pilots use an NDB for approach procedures?

Or

- (b) What is the difference between VFR (Visual Flight Rules) and IFR (Instrument Flight Rules)?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain in brief the structure and organization of air transport.

Or

- (b) What are the types of runways marking? Explain each.

17. (a) What is a wind rose diagram? What is its utility? What are its types? Explain each type.

Or

- (b) What do you understand by the term basic runway length? Explain the procedure of determining the actual runway length required at a particular site.

18. (a) What role do visual docking guidance systems (VDGS) play in the terminal apron?

Or

- (b) Explain and how does a PAPI system work with an Instrument Landing System (ILS)?
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