

C-6461

Sub. Code

91513

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

First Semester

Airline and Airport Management

MANAGEMENT PROCESS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a characteristics of a joint stock company?
 - (a) Managed by one person
 - (b) Unlimited liability
 - (c) Shares are transferable
 - (d) Decision-making is done by a single owner

2. Which of the following is NOT a requirement for a successful business?
 - (a) Adequate capital
 - (b) Strong management
 - (c) Good location
 - (d) High risk-taking

3. Scientific Management is primarily concerned with
 - (a) Increasing managerial power
 - (b) Improving productivity and efficiency
 - (c) Employee satisfaction
 - (d) Expanding organizational boundaries

4. Which of the following is a managerial function in the management process?
 - (a) Execution
 - (b) Planning
 - (c) Marketing
 - (d) Sales

5. Which of the following is a step in the planning process?
 - (a) Identifying alternatives
 - (b) Setting objectives
 - (c) Controlling the plan
 - (d) All of the above

6. Which type of decision-making involves selecting the best alternative from several options?
 - (a) Programmed decision
 - (b) Non-programmed decision
 - (c) Strategic decision
 - (d) Tactical decision

7. The concept of 'span of control' refers to
 - (a) The total number of subordinates a manager can supervise effectively
 - (b) The number of departments in an organization
 - (c) The amount of profit an organization makes
 - (d) The leadership style used in an organization

8. Which of the following is a key feature of delegation?
- (a) Centralization
 - (b) Transfer of authority and responsibility
 - (c) Absolute control over decisions
 - (d) Limited sharing of tasks
9. Which of the following is NOT a type of control in management?
- (a) Budgetary controls
 - (b) Financial controls
 - (c) Strategic controls
 - (d) Emotional controls
10. The process of directing in management involves
- (a) Monitoring performance
 - (b) Providing guidance to employees
 - (c) Setting organizational goals
 - (d) Developing strategies

Part B

(5 × 5 = 25)

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

11. (a) What is a sole proprietorship? Explain its advantages and disadvantages as a business organization.

Or

- (b) Define partnership and discuss the key differences between a partnership and a joint-stock company.

12. (a) Define the term 'scientific management' and explain its key principles.

Or

- (b) Describe the evolution of management theory and how it has shaped modern management practices.
13. (a) What are the types of planning in management? Explain the significance of each type in an organization.

Or

- (b) Define decision-making. Discuss the process and types of decisions managers make in their day-to-day operations.
14. (a) What is the importance of the span of control in an organization? Discuss how it affects management efficiency.

Or

- (b) Explain the role of staff units and committees in organizational decision-making.
15. (a) Describe the role of directing in management and its relationship with leadership.

Or

- (b) What are the different types of control in management? Explain how budgetary and non-budgetary controls help in organizational performance.

Part C

(5 × 8 = 40)

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

16. (a) Explain the concept of a Joint Hindu Family firm. Discuss its advantages and limitations compared to other forms of business organizations.

Or

- (b) Discuss the various forms of business organizations such as Sole Trader, Partnership, and Joint Stock Companies. Explain the factors that influence the choice of a business organization.
17. (a) Define management and explain its scope. Discuss whether management is a science, an art, or both, providing arguments for each perspective.

Or

- (b) Explain the key principles of Scientific Management proposed by Frederick Taylor and how they have influenced modern management practices.
18. (a) Discuss the importance of planning in an organization. Explain the steps involved in the planning process and the challenges faced by managers in making effective plans.

Or

- (b) Explain the decision-making process in an organization. Discuss the various types of decisions that managers face and the factors influencing their decisions.

19. (a) Describe the different types of organizational structures and discuss the advantages and disadvantages of each. How do these structures affect the overall functioning of an organization?

Or

- (b) Explain the concepts of delegation and centralization. Discuss how delegation can improve organizational efficiency and decision-making.
20. (a) Describe the nature and purpose of directing in management. Discuss how effective leadership and motivation play a role in the directing function.

Or

- (b) Explain the control process in management. Discuss the importance of both budgetary and non-budgetary controls in achieving organizational goals.
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C-6462

Sub. Code

91514

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

First Semester

Airline and Airport Management

ACCOUNTING FOR MANAGERS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a type of account in accounting?
(a) Personal Account (b) Real Account
(c) Capital Account (d) Nominal Account
2. Which principle is the foundation of the Double Entry System?
(a) Every transaction affects only one account
(b) Every transaction has a dual effect (Debit and Credit)
(c) Transactions are recorded only when cash is received
(d) Transactions are recorded only at the end of the year
3. Which financial statement shows the financial position of a business?
(a) Profit and Loss Account
(b) Cash Book
(c) Balance Sheet
(d) Trial Balance

4. Which of the following is NOT a part of the final accounts?
 - (a) Trading Account
 - (b) Profit and Loss Account
 - (c) Cash Flow Statement
 - (d) Balance Sheet

5. Which of the following is NOT a branch of accounting?
 - (a) Cost Accounting
 - (b) Management Accounting
 - (c) Financial Accounting
 - (d) Historical Accounting

6. Which type of accounting focuses on providing information to internal management?
 - (a) Financial Accounting
 - (b) Cost Accounting
 - (c) Management Accounting
 - (d) Tax Accounting

7. Which of the following is NOT a method of pricing material issues?
 - (a) FIFO
 - (b) LIFO
 - (c) Average Cost
 - (d) Capital Budgeting

8. Which cost is associated with wages paid to workers?
 - (a) Overhead Cost
 - (b) Labour Cost
 - (c) Fixed Cost
 - (d) Sunk Cost

9. What is the main objective of Standard Costing?
 - (a) To set standard costs for products/services
 - (b) To prepare balance sheets
 - (c) To maintain financial records
 - (d) To calculate gross profit

10. Which costing method is used for decision-making and cost control?
 - (a) Marginal Costing
 - (b) Historical Costing
 - (c) Financial Costing
 - (d) Cash Costing

Part B

(5 × 5 = 25)

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

11. (a) Explain the basic accounting concepts with examples.

Or

- (b) Describe the different kinds of accounts with suitable examples.

12. (a) Explain the process of preparing final accounts with an example.

Or

- (b) What is a Trial Balance? How does it help in accounting?

13. (a) Define Cost Accounting and explain its objectives.

Or

- (b) Differentiate between Financial Accounting and Management Accounting.

14. (a) What is a cost sheet? Explain its significance and format.

Or

- (b) Explain the different methods of pricing material issues (FIFO, LIFO, and Average Cost).

15. (a) What is Standard Costing? Explain its advantages and limitations.

Or

- (b) Define Variance Analysis and explain its significance in cost control.

Part C

(5 × 8 = 40)

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

16. (a) What is the Double Entry System? Explain its rules with examples.

Or

- (b) Define financial accounting and explain its importance.

17. (a) Define Profit and Loss Account. What are its components.

Or

- (b) Explain the importance of a Balance Sheet in financial accounting.

18. (a) Explain the scope and functions of Cost Accounting.

Or

- (b) What are the advantages and disadvantages of Management Accounting?

19. (a) Discuss the concept of Economic Order Quantity (EOQ) with an example.

Or

- (b) What are the different types of store control levels? Explain each.

20. (a) What is Marginal Costing? How is it different from Absorption Costing?

Or

- (b) Discuss the concept of Cost-Volume-Profit (CVP) Analysis with an example.

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91515

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

First Semester

Airline And Airport Management

COMPUTER APPLICATIONS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the main characteristic of a computer?
 - (a) Manual operation
 - (b) Speed and accuracy
 - (c) High cost
 - (d) Large size
2. The first generation of computers used:
 - (a) Transistors
 - (b) Vacuum tubes
 - (c) Microprocessors
 - (d) Integrated circuits
3. Which of the following is an example of system software?
 - (a) Microsoft Word
 - (b) Google Chrome
 - (c) Operating System
 - (d) Photoshop

4. What is the primary purpose of the “mkdir” command in DOS?
 - (a) Create a new file
 - (b) Delete a directory
 - (c) Create a new directory
 - (d) Copy a directory

5. In Microsoft Word, the function of “Mail Merge” is to:
 - (a) Edit text documents
 - (b) Merge multiple files into one
 - (c) Create personalized letters or labels
 - (d) Format paragraphs

6. In Excel, what is the formula to calculate the sum of cells A1 to A5?
 - (a) =ADD(A1:A5)
 - (b) =SUM(A1 :A5)
 - (c) =TOTAL(A1:A5)
 - (d) =CALC(A1:A5)

7. Which of the following is a valid slide layout in PowerPoint?
 - (a) Title Slide
 - (b) Cover Slide
 - (c) Summary Slide
 - (d) Header Slide

8. What does “AI” stand for in computer science?
 - (a) Artificial Interface
 - (b) Automated Information
 - (c) Artificial Intelligence
 - (d) Advanced Input

9. Rational agents in AI are designed to:
 - (a) Learn from their environment
 - (b) Perform manual operations
 - (c) Respond randomly to inputs
 - (d) Make decisions that maximize performance

10. What is the structure of an AI agent that includes sensors and actuators?
- (a) Rational Environment
 - (b) Intelligent Agent
 - (c) Problem Solver
 - (d) Automated Processor

Part B

(5 × 5 = 25)

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

11. (a) Explain the classification of computers based on their size and purpose.

Or

- (b) Discuss the role of operating systems in computer functionality.

12. (a) Describe the process of creating and deleting directories in DOS.

Or

- (b) Explain the various computer languages with examples.

13. (a) Discuss the importance of formatting and spell-checking in Word.

Or

- (b) Explain the process of creating and using Mail Merge in Word.

14. (a) Discuss the basic steps to create a chart in Excel.

Or

- (b) Explain the role of design templates in PowerPoint presentations.

15. (a) Define “intelligent agent” and explain its structure.
Or
(b) Discuss the concept of rationality and its importance in AI.

Part C (5 × 8 = 40)

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

16. (a) Describe the history and evolution of computers across generations.
Or
(b) Explain the characteristics and applications of computers.
17. (a) Discuss the commands and functions of the Disk Operating System (DOS).
Or
(b) Explain the importance of hardware and software integration in computing.
18. (a) Analyze the key features of Microsoft Word and its applications.
Or
(b) Discuss the significance of columns, tables and wizards in Word documents.
19. (a) Explain the process of editing and formatting data in Excel.
Or
(b) Discuss the role of charts and graphs in Excel presentations.
20. (a) Describe the concept of problem-solving agents in AI.
Or
(b) Analyze the components of environments and their role in AI problem formulation.

C-6464

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91523

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

Second Semester

Airline And Airport Management

**PRINCIPLES OF AIRLINE AND AIRPORT
MANAGEMENT**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Expand CUTE.
 - (a) Common use terminal equipment
 - (b) Civil use terminal equipment
 - (c) Commercial use terminal equipment
 - (d) Central use terminal equipment

2. What is the significance of an airport master plan in airport management?
 - (a) Minimizing passenger wait times
 - (b) Reducing aircraft fleet size
 - (c) Optimizing airline profits
 - (d) Planning future airport development

3. What is the primary function of a DMC (Destination Management Company) in tourism?
 - (a) Selling airline ticket
 - (b) Organising local tours and activities
 - (c) Managing hotel operations
 - (d) Providing travel insurance

4. Which of the following is a major player in the Indian airline industry?
 - (a) Singapore Airlines
 - (b) Indigo Airlines
 - (c) Emirates Airlines
 - (d) Malaysian Airlines

5. Which department will look over the allocation of crew duties and responsibilities?
 - (a) Ground Operations
 - (b) Human Resource Department
 - (c) Flight Operations
 - (d) Air Traffic Control Department

6. Which factor is considered a threat in the SWOT analysis of the Indian Airline Industry?
 - (a) Political Instability
 - (b) Strategic Alliances
 - (c) Economic Growth
 - (d) Technological Advancement

7. What is meant by “Aircraft Turnaround Time”?
- (a) The time taken for an aircraft to complete a round-trip journey
 - (b) The time between an aircraft landing and taking off again
 - (c) The time spent by passengers in aircraft cabins
 - (d) The time required for aircraft maintenance checks
8. What is the primary goal of airport management in ensuring operational efficiency?
- (a) Minimizing flight delays
 - (b) Reducing aircraft fleet
 - (c) Limiting baggage handling services
 - (d) Maximising Passenger fees
9. FIT stands for?
- (a) Free Independent Traveller
 - (b) Free International Traveller
 - (c) Foreign International Traveller
 - (d) Free Indian Traveller
10. _____ organization regulates and sets guidelines for travel agents and tour operators globally?
- (a) IATA
 - (b) PATA
 - (c) UNWTO
 - (d) UFTAA

Part B

(5 × 5 = 25)

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

11. (a) List out the important factors for terminal planning and design.

Or

- (b) Enumerate the passenger handling process at Land side area of Airport.

12. (a) Explain all the step by step process for the passengers travelling in a domestic flight.

Or

- (b) What do you mean by ground handling agencies? Discuss.

13. (a) Write a brief note about:

(i) Objectives of IATA

(ii) Functions of IATA

Or

- (b) Discuss briefly about the History of Aviation.

14. (a) Write all the functions of DGCA.

Or

- (b) Draw the organization structure chart of an airline company.

15. (a) Draft a tour itinerary for three nights and four days of tour in Malaysia

Or

- (b) Write an essay about Travel agent and their role in tourism industry.

Part C

(5 × 8 = 40)

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

16. (a) Explain about the cargo terminal management in airport.

Or

- (b) Write all the safety standards followed in airside area of an airport.

17. (a) Explain in detail about all the pre-flight activities of an aircraft in RAMP.

Or

- (b) Explain about the ground handling agreements.

18. (a) Explain about the current competition factors in Indian Airline Industry.

Or

- (b) List out and explain all the major players in Indian Airline Industry who had contributed for the growth of Indian aviation.

19. (a) Write briefly about the organisational structure of airport authority with chart.

Or

- (b) List out and explain all the contents presented in an Airport Layout plan.

20. (a) Discuss about the history of Hotel Industry.

Or

(b) Explain all the elements of tour operations.

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91524

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

Second Semester

Airline and Airport Management

BASIC OF AVIATION INDUSTRY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Longerons and Stringers are available only in
 - (a) Truss type
 - (b) Geodesic type
 - (c) Monocoque type
 - (d) Semi-monocoque type

2. Which of the following is an aircraft manufacturer?
 - (a) Boeing
 - (b) Lufthansa
 - (c) Emirates
 - (d) BCAS

3. Which of the following is a domestic airport?
 - (a) Chennai
 - (b) Puducherry
 - (c) Coimbatore
 - (d) Tiruchirappalli

4. Helicopter shall land in
 - (a) Runway
 - (b) Taxiway
 - (c) Ramp
 - (d) Helipad

5. The place in airport where check-in process happen is
(a) Airside (b) Terminal
(c) ATC (d) RAMP
6. Which of the following will not fall under ground handling services?
(a) Marshalling (b) Fuelling
(c) Embarkation (d) Screening
7. Place where cargo luggage is stored in airport is
(a) Warehouse (b) BBA
(c) BMA (d) Hangar
8. Checking the passengers for security measures in an airport is called
(a) Check-in (b) Frisking
(c) Scanning (d) Boarding
9. Investigation of Aircraft accidents will be done by
(a) BCAS (b) IATA
(c) AERA (d) CISF
10. Response to act of unlawful interference is applicable to
(a) Authorities (b) Governing Bodies
(c) Government (d) Passengers

Part B

(5 × 5 = 25)

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

11. (a) List out the growth drivers of Aviation industry and explain them in brief.

Or

- (b) Explain the structure of aircraft in detail.

12. (a) Explain the types of airport in detail.
Or
(b) Explain the role of state and Central Government in controlling aviation industry in India.
13. (a) Draw and explain the layout of an airport elaborately.
Or
(b) Differentiate CIP, VIP and VVIP in detail. Also explain the differences in handling them in the airport.
14. (a) Explain in detail about RAMP services in an airport.
Or
(b) Explain the customs and immigration formalities in the airport briefly.
15. (a) Explain in detail about various crisis at the airport.
Or
(b) List out the procedures in troubleshooting the issues in an airport.

Part C

(5 × 8 = 40)

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

16. (a) Explain in detail about the issues and challenges in aviation industry.
Or
(b) Explain the types of aircrafts based on all aspects.
17. (a) List out the leading airlines and compare their fleet size in detail.
Or
(b) Explain in detail about BCAS and CISF.

18. (a) Explain in detail about airline Catering and its procedure being followed in aircrafts.

Or

(b) Define sop explain the need of sop in airports and Airlines also give few examples for sop in both airlines and airports.

19. (a) Explain in detail about airline terminal management.

Or

(b) Explain the differences in airside safety and terminal safety in detail.

20. (a) Explain the procedure in mitigating the hijack crisis situation.

Or

(b) What are the regulatory bodies involved in the airport crisis? Explain the year investigation methods and procedures.

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91525

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

Second Semester

Airline and Airport Management

BUSINESS LAW

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. An agreement made with an alien enemy:
 - (a) Unlawful on the ground of public policy
 - (b) Unlawful because it becomes difficult to be performed
 - (c) Valid
 - (d) Voidable

2. A contract to pay B Rs. 10,000 if B's house is burnt-this is a
 - (a) Void contract
 - (b) Voidable contract
 - (c) Contingent contract
 - (d) None of these

3. A promise made without the intention of performing it amounts to:
 - (a) Innocent misrepresentation
 - (b) Fraud
 - (c) Negligent misrepresentation
 - (d) Wrongful misrepresentation

4. A specific offer can be accepted by:
 - (a) Any person
 - (b) Any friend of offeror
 - (c) The person to whom it is made
 - (d) Any friend of offeree.

5. Public company should start business only after getting:
 - (a) Certificate of incorporation
 - (b) Commencement of business
 - (c) MOA
 - (d) None of these

6. Transfer of shares in the company is:
 - (a) Restricted
 - (b) Freely transferable
 - (c) Prohibited
 - (d) None of these

7. The MRTP ACT 1969 stands repealed and is replaced by the competition Act 2002, with effect from:
 - (a) Sep 1, 2008
 - (b) Sep 1, 2003
 - (c) Sep 1, 2009
 - (d) Sep 1, 2002

8. The difference between the value of exports and the value of imports of goods of a country in a given period of time:
 - (a) Balance of trade
 - (b) Capital trade
 - (c) Exchange of trade
 - (d) None of these

9. A void contract is one which is:
 - (a) not enforceable by the parties.
 - (b) enforceable by either of the parties
 - (c) enforceable only with the promise of the court of law.
 - (d) enforceable at the option one of the parties.

10. A promise, for no consideration to give to B Rs. 1,000 it is a:
- (a) Void agreement
 - (b) Valid agreement
 - (c) Irregular agreement
 - (d) None of these.

Part B

(5 × 5 = 25)

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

11. (a) Write about performance of contract.

Or

- (b) Discuss about types of offer.

12. (a) State rights of agents and explain.

Or

- (b) What is sale of goods act? Explain various features of goods?

13. (a) Differentiate MOA and AOA.

Or

- (b) Explain various clauses of MOA.

14. (a) Write in brief about functions of SEBI.

Or

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

15. (a) Discuss about patent act.

Or

- (b) Write short notes on consumer protection act.

Part C

(5 × 8 = 40)

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

16. (a) Explain in brief about features, advantages and disadvantages of partnership.

Or

- (b) Explain in brief about capacities of parties to create contract.

17. (a) Enumerate transfer of property from buyer and seller.

Or

- (b) Explain in detail about law of agency.

18. (a) What is company and explain its types.

Or

- (b) Discuss about the steps for incorporation of companies.

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

Or

- (b) Explain in detail about central sales tax.

20. (a) Explain about intellectual property rights.

Or

- (b) Explain the features of FEMA.
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91533

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

Third 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. What does CRS stand for in aviation?
 - (a) Crew Reservation System
 - (b) Cargo Rating System
 - (c) Computer Reservation System
 - (d) Cabin Resource Service

2. Which of the following is a ground handling service?
 - (a) Aircraft leasing
 - (b) Ramp handling
 - (c) Airframe manufacturing
 - (d) Air traffic control

3. What is the primary responsibility of ground handlers?
 - (a) Aircraft maintenance
 - (b) Ensuring smooth passenger flow and baggage handling
 - (c) Selling tickets
 - (d) Catering services

4. Ancillary revenue for airlines includes:
 - (a) Ticket sales
 - (b) Commission-based products and seat selection charges
 - (c) Pilot salaries
 - (d) Engine repair costs

5. The IATA Ground Handling Council focuses on:
 - (a) Aircraft design innovations
 - (b) Ground handling standards and best practices
 - (c) Airline marketing
 - (d) Airport construction

6. In baggage handling, which passengers require specialized services?
 - (a) Regular passengers
 - (b) VIPs and physically challenged passengers
 - (c) Business class travelers
 - (d) Airline staff

7. What does ramp handling involve?
 - (a) Passenger boarding
 - (b) Refueling and aircraft line maintenance
 - (c) Ticket reservations
 - (d) Catering services

8. Loyalty programs are a type of
 - (a) Aircraft ancillary service
 - (b) Passenger handling responsibility
 - (c) Customer relationship management tool
 - (d) Airport security procedure

9. Which of the following is a catering service responsibility?
 - (a) Air traffic control
 - (b) Preparation, escort, and security of food supplies
 - (c) Flight reservations
 - (d) Cargo packaging

10. What does “a la carte” mean in ancillary services?
- (a) Bundled service packages
 - (b) Individually priced services
 - (c) Commission-based products
 - (d) Free services

Part B

(5 × 5 = 25)

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

11. (a) Define ancillary services and explain their importance in air transport.

Or

- (b) Discuss the role of freight forwarding services in the aviation industry.

12. (a) Explain the responsibilities of ground handlers in passenger and baggage handling.

Or

- (b) Compare self-handling and outsourcing in ground handling operations.

13. (a) Discuss the key steps in passenger handling during arrivals and departures.

Or

- (b) Explain the specialized handling requirements for VIP and physically challenged passengers.

14. (a) Analyze the importance of catering services in aviation ancillary operations.

Or

- (b) Describe the role of airport management in ancillary service delivery.

15. (a) Explain how airlines generate ancillary revenue through loyalty programs and seat selection charges.

Or

- (b) Discuss the benefits and challenges of third-party advertising on in-flight products.

Part C

(5 × 8 = 40)

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

16. (a) Describe the scope of ancillary services in air transport with examples.

Or

- (b) Discuss the significance of aircraft leasing and its types in airline operations.

17. (a) Evaluate the role of the IATA Ground Handling Council in improving ground handling services.

Or

- (b) Explain ground handling responsibilities with relevant case studies from India and abroad.

18. (a) Discuss the passenger handling process, focusing on baggage handling and security checks.

Or

- (b) Analyze the importance of medical and hospitality services in passenger handling.

19. (a) Explain the significance of airport operations in ensuring smooth ancillary services.

Or

- (b) Discuss the preparation, escort, and security aspects of catering services.

20. (a) Analyze the various types of ancillary revenue streams for airlines.

Or

- (b) Discuss the importance of travel insurance and vacation packages in airline operations.

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91534

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Airline and Airport Management

AIRLINE AND AIRPORT MARKETING MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary objective of market segmentation in airline marketing?
 - (a) To reduce costs
 - (b) To target specific customer groups
 - (c) To increase ticket prices
 - (d) To standardize services
2. Which of the following is NOT a part of the 4Ps of marketing in the airline industry?
 - (a) Product
 - (b) Price
 - (c) Performance
 - (d) Promotion
3. Which strategy is associated with reducing operational costs in airline management?
 - (a) Focus strategy
 - (b) Differentiation strategy
 - (c) Cost leadership strategy
 - (d) Market penetration strategy

4. What does FFP stand for in airline marketing?
 - (a) Fleet and Freight Policy
 - (b) Frequent Flyer Program
 - (c) Flexible Fare Pricing
 - (d) Future Freight Plan
5. What is the primary function of the travel agency distribution system in airlines?
 - (a) Increasing airport charges
 - (b) Enhancing airline advertisement
 - (c) Selling and distributing tickets
 - (d) Managing air freight
6. Which factor is considered critical for customer satisfaction in the airline industry?
 - (a) Frequent flyer discounts
 - (b) Customer service quality
 - (c) Ticket booking systems
 - (d) Cargo handling efficiency
7. Which economic benefit is primarily associated with airport enterprises?
 - (a) Uniform ticket pricing
 - (b) Regional development
 - (c) Focus on international flights
 - (d) Reduced airline costs
8. What is the main role of regional aviation alliances?
 - (a) To control airline ticket prices
 - (b) To provide competitive advantages to member airlines
 - (c) To reduce air freight services
 - (d) To limit customer options

9. What is the focus of logistic services in airport marketing?
- (a) Ticket distribution
 - (b) Property management
 - (c) Cargo movement and storage
 - (d) Advertising services
10. Which of the following is an example of creative marketing in airports?
- (a) Standardized pricing for services
 - (b) Airport branding and positioning
 - (c) Reducing customer feedback
 - (d) Avoiding partnerships with airlines

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of applying marketing principles in airline management.

Or

- (b) Discuss the role of market segmentation and its impact on airline business strategies.

12. (a) Describe Michel Porter's Five Forces model and its application to the airline industry.

Or

- (b) Evaluate the importance of customer service and controlling product quality in airline marketing.

13. (a) Explain the concept of uniform and differential pricing in air freight revenue management.

Or

- (b) Analyze the components of an effective Frequent Flyer Program (FFP) in airlines.

14. (a) Discuss the role and scope of airport enterprises in regional development.

Or

- (b) Examine the impact of airport alliances on the global aviation market.

15. (a) Evaluate the marketing planning process for airports and its impact on enterprise success.

Or

- (b) Discuss the evolution of traditional airport marketing and its transition to modern practices.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the factors influencing airline advertising strategies for air freight markets.

Or

- (b) Discuss the future of airline marketing communication techniques.

17. (a) Evaluate the economic impact of airport enterprises on countries and regions.

Or

- (b) Analyze the rise of hub-and-spoke models in airport market positioning.

18. (a) Examine the differences between aviation business models of BAA and non-aviation services.

Or

- (b) Discuss the case of Singapore Airport as an example of creative marketing in airport enterprises.

19. (a) Describe the process of planning marketing strategies for air cargo revenue management.

Or

- (b) Evaluate the role of consulting services in airport business operations.

20. (a) Discuss the significance of branding and promotional activities in airport marketing.

Or

- (b) Examine how London City Airport has established itself as a “best-in-class” provider in the airport business.

C-6469

Sub. Code

91535

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Airline and Airport Management

PRINCIPLES OF LOGISTICS MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Logistics is defined as
 - (a) Transportation of goods
 - (b) Management of the flow of resources
 - (c) Inventory control only
 - (d) Warehousing activities
2. Which of the following is an element of logistics?
 - (a) Forecasting
 - (b) Inventory management
 - (c) Customer service
 - (d) All of the above
3. Integrated logistics management emphasizes
 - (a) Focus on individual departments
 - (b) Coordination across functions
 - (c) Cost reduction only
 - (d) Separate operations for each activity

4. The main role of a logistics manager is to
 - (a) Ensure production quality
 - (b) Plan, implement, and control logistics activities
 - (c) Manage marketing strategies
 - (d) Supervise employee performance
5. Lean strategy in logistics focuses on:
 - (a) Reducing waste and improving efficiency
 - (b) Enhancing customer relationships
 - (c) Expanding product range
 - (d) Increasing warehouse sizes
6. What does AWB stand for in air freight forwarding?
 - (a) Air Warehouse Bill
 - (b) Air Way Bill
 - (c) Aviation Wide Bill
 - (d) Air Work Bench
7. The document used for handling dangerous goods is:
 - (a) Air Way Bill
 - (b) Safety Data Sheet
 - (c) Packing List
 - (d) Customs Declaration Form
8. Barcoding and scanning in logistics are used for
 - (a) Inventory management
 - (b) Customer feedback collection
 - (c) Employee performance tracking
 - (d) Marketing activities
9. The term “emerging concept in logistics” refers to
 - (a) Traditional inventory models
 - (b) Advanced technology and innovative practices
 - (c) Manual documentation methods
 - (d) Reducing customer interaction

10. Containers are critical in logistics because
- (a) They protect goods during transportation
 - (b) They reduce transportation costs
 - (c) They simplify loading and unloading
 - (d) All of the above

Part B

(5 × 5 = 25)

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

11. (a) Define logistics and discuss its objectives.

Or

- (b) Explain the interface between logistics and marketing.

12. (a) Describe the roles of logistics management in achieving competitive advantage.

Or

- (b) Discuss the importance of integrated logistics management.

13. (a) Explain the lean and agile strategies in logistics.

Or

- (b) Describe the process of designing and implementing a logistical strategy.

14. (a) Discuss the documentation process in air freight forwarding.

Or

- (b) Explain the conditions of contract for COD shipments.

15. (a) Analyze the role of electronic data interchange in logistics.

Or

- (b) Explain the importance of barcoding and scanning in supply chain management.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the evolution of logistics and its emerging concepts.

Or

- (b) Explain the key elements and activities involved in logistics.

17. (a) Analyze the framework of logistics management and its significance.

Or

- (b) Discuss the process of achieving competitive advantage through logistics.

18. (a) Evaluate the different strategies used in logistics with examples.

Or

- (b) Explain the strategic role of logistics managers in decision-making.

19. (a) Describe the handling process of special cargoes in air freight.

Or

- (b) Discuss the documentation requirements for hazardous goods transportation.

20. (a) Analyze the future role of artificial intelligence in logistics.

Or

- (b) Explain the significance of communication systems in modern logistics.

C-6471

Sub. Code

91543

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

Fourth Semester

Airline And Airport Management

AIR TRAVEL MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which component of an airport is designated for aircraft parking, loading, and unloading of passengers and cargo?
 - (a) Taxiway
 - (b) Apron
 - (c) Terminal
 - (d) Runway

2. Which phase of the airport planning process involves forecasting future air traffic demand and facility requirements?
 - (a) Conceptual Planning
 - (b) Environmental Planning
 - (c) Detailed Planning
 - (d) Master Planning

3. Which element of the marketing mix involves deciding on the methods and channels used to distribute a product or service to the customer?
 - (a) Product
 - (b) Price
 - (c) Place
 - (d) Promotion

4. Which airline business strategy involves focusing on specific geographical regions or customer segments?
- (a) Market segmentation strategy
 - (b) Differentiation strategy
 - (c) Cost leadership strategy
 - (d) Customer relationship strategy
5. _____ focus groups and various types of interviews
- (a) Experimental (b) Qualitative
 - (c) Observational (d) Quantitative
6. Which code uniquely identifies each aircraft type based on its design and characteristics?
- (a) IATA code (b) Aircraft registration code
 - (c) ICAO code (d) Aircraft Manufacturer code
7. Which mode of transportation is most cost-effective for transporting large volumes of goods over long distances?
- (a) Land Transportation
 - (b) Sea Transportation
 - (c) Air Transportation
 - (d) Multi-modal Transportation
8. Immigration requirements primarily focus on:
- (a) National security and border control
 - (b) Passenger health screenings
 - (c) Aircraft maintenance checks
 - (d) Duty-free shopping limits

9. Which business strategy focuses on offering airline services at a lower cost than competitors?
- (a) Market segmentation strategy
 - (b) Focus strategy
 - (c) Cost leadership strategy
 - (d) Differentiation strategy
10. An individual or a group of people who are the final users of product and services which are generated within a social system.
- (a) Consumer
 - (b) Customer
 - (c) Seller
 - (d) Buyer

Part B (5 × 5 = 25)

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

11. (a) Enumerate about the airline cost structure.
- Or
- (b) Discuss briefly about Relationship Marketing.
12. (a) Explain briefly about growth of air transport globally.
- Or
- (b) Describe the functions of Airfield in an Airport.
13. (a) Write brief note about TIM.
- Or
- (b) Explain briefly about the three channels of OAG — Aviation, Cargo and Travelers.
14. (a) Explain any five types of VISA's briefly.
- Or
- (b) Write brief note about cost leadership and focus strategies in airport.

15. (a) Write briefly about Multi-Modal transportation.

Or

(b) Explain about the market segmentation variables in the Air Passenger market.

Part C (5 × 8 = 40)

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

16. (a) Describe briefly about Uniform and Differential Pricing.

Or

(b) Explain briefly about the strategies of brand building in airline industry.

17. (a) Discuss briefly about the airport organisation and associations for the growth of air transport.

Or

(b) Write an essay about Air Traffic Zone

18. (a) Summarise the calculation of flying time, ground time and elapsed time with proper examples.

Or

(b) Describe briefly about the Currency declaration, Customs and Baggage rules.

19. (a) Explain in detail about the Michel Porter's five factors and their application to Airline.

Or

(b) Write an essay about Airline business and its marketing strategies.

20. (a) Write briefly about the Air Transportation Industry growth in India.

Or

(b) Discuss briefly about Airline business and its customers.

C-6472

Sub. Code

91544

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

Fourth Semester

Airline And Airport Management

AIRPORT AND AIR TRAFFIC SERVICES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which part of the airport is responsible for air traffic control and managing aircraft movements?
 - (a) Airport terminal
 - (b) Airport apron
 - (c) Airport control tower
 - (d) Airport runway

2. Which of the following is an example of GSE?
 - (a) Airport control tower
 - (b) Baggage handling system
 - (c) Airport terminal
 - (d) Aircraft runway

3. What are the primary sources of revenue for airports?
 - (a) Passenger fees and airport taxes
 - (b) Pilot licensing fees
 - (c) Air traffic control charges
 - (d) Aircraft manufacturing royalties

4. Which of the following is a capital cost typically incurred by airports?
 - (a) Fuel costs
 - (b) Salary expenses
 - (c) Runway repairs
 - (d) Landing fees

5. How does the Coriolis force affect aircraft flight paths?
 - (a) It causes aircraft to deviate from straight flight paths
 - (b) It increases aircraft speed
 - (c) It decreases aircraft altitude
 - (d) It stabilizes aircraft during maneuvers

6. What defines a summer solstice?
 - (a) The time when the Earth is farthest from the Sun
 - (b) The time when the Sun is directly overhead at noon
 - (c) The time when day is longest and night is shortest
 - (d) The time when the Moon is closest to the Earth

7. Who is typically responsible for developing and maintaining an airport emergency response plan?
 - (a) Airport security personnel
 - (b) Airline operators
 - (c) Airport management and stakeholders
 - (d) Aircraft manufacturers

8. Who is responsible for overseeing aircraft load planning?
(a) Airline passengers (b) Airport ground staff
(c) Aircraft dispatcher (d) Air traffic controller
9. What is the primary requirement for conducting VFR flights?
(a) Instrument rating
(b) Radar contact
(c) Visual contact with the ground and other aircraft
(d) Night vision equipment
10. In which airspace are VFR flights conducted without the need for ATC clearance, though communication with ATC is recommended?
(a) Class D (b) Class G
(c) Class C (d) Class E

Part B

(5 × 5 = 25)

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

11. (a) Explain the structure of airport in brief.

Or

- (b) Compare floating airport and water airport in detail.

12. (a) Elaborate the economic benefits of airports.

Or

- (b) Discuss various forms of revenue in airport.

13. (a) Explain different layers of atmosphere.

Or

- (b) Explain latitude and longitude of Earth.

14. (a) Explain different types of runway.
Or
(b) What is the need of airport emergency response plan? Explain.
15. (a) Explain the objectives of ATC in detail.
Or
(b) Compare VFR and IFR operations.

Part C

(5 × 8 = 40)

Answer any **all** questions.

16. (a) Classify the airports based on different forms in detail and explain them.
Or
(b) List out the ground support equipment and explain their uses.
17. (a) Who are customers in airport? Categorize them based on purpose.
Or
(b) Explain in detail about direct and indirect revenues in an airport.
18. (a) Explain Coriolis force and seasons on earth.
Or
(b) Explain in detail about open Sky policy.
19. (a) Explain in detail about airport signs, markings and lightings.
Or
(b) Explain the services available in RAMP area.
20. (a) Explain the concept of ATC and its objectives in detail.
Or
(b) Explain various disciplinary responsibilities of ATC.

C-6473

Sub. Code

91546

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

Fourth Semester

Airline and Airport Management

PRINCIPLES OF TOURISM MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a factor in the classification of tourism?
 - (a) Duration
 - (b) Purpose
 - (c) Mode
 - (d) Tourist's income

2. Tourism, recreation, and leisure are interrelated. Which aspect refers to the free time when one is not working?
 - (a) Recreation
 - (b) Leisure
 - (c) Tourism
 - (d) Vacation

3. Which form of tourism focuses on seeking adventurous activities such as trekking or rock climbing?
 - (a) Medical Tourism
 - (b) Historical Tourism
 - (c) Adventure Tourism
 - (d) Business Tourism

4. Traveling to historical landmarks and exploring ancient sites is an example of which type of tourism?
(a) Social Tourism (b) Historical Tourism
(c) Sports Tourism (d) Religious Tourism
5. The International Hotel Association (IHA) primarily represents which sector?
(a) Travel agencies (b) Airlines
(c) Hotels (d) Tourism boards
6. Which organization is responsible for formulating tourism policies and development in India?
(a) Federation of Hotel and Restaurants Associations of India (FHRAI)
(b) India Tourism Development Corporation (ITDC)
(c) Ministry of Tourism, Government of India
(d) World Travel and Tourism Council (WTTC)
7. The loss of traditional practices and commodification of culture are examples of which impact?
(a) Economic Impact
(b) Social Impact
(c) Environmental Impact
(d) Cultural Impact
8. What strategy aims to reduce the negative effects of tourism on the environment?
(a) Sustainable tourism practices
(b) Cultural festivals
(c) Economic incentives
(d) Social programs

9. Which of the following is NOT an essential requirement for starting a travel agency?
- (a) Licensing (b) Business plan
(c) Market research (d) Hotel ownership
10. What does cost management in tourism entrepreneurship involve?
- (a) Reducing customer complaints
(b) Budgeting and financial planning
(c) Enhancing marketing strategies
(d) Building brand recognition

Part B

(5 × 5 = 25)

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

11. (a) Discuss the classification of tourists.

Or

- (b) Explain the importance of tourism industry.

12. (a) What is international tourism? Explain its functions.

Or

- (b) Explain the Medical and Social tourism.

13. (a) Explain the functions of WTO.

Or

- (b) Discuss about the tourism in India.

14. (a) Explain the factors influence the tourism.

Or

- (b) State the Social impacts in tourism.

15. (a) What is mean by Business ideas? Explain.

Or

(b) State the functions of tour operators.

Part C

(5 × 8 = 40)

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

16. (a) Explain the nature of tourism.

Or

(b) What are the major economic drivers that have shaped the development of tourism industry?

17. (a) Discuss the inbound and outbound tourism.

Or

(b) Explain the forms of tourism in detail.

18. (a) Discuss about the functions of World Tourism and travel Council.

Or

(b) Discuss the role of tourism Development Corporation (ITDC).

19. (a) State the strategies to overcome the negative impacts in tourism.

Or

(b) Discuss the various effects in tourism impacts.

20. (a) Explain the strategies to understand the customers.

Or

(b) Elucidate the essential requirements for starting the travel agency.

C-6474

Sub. Code

91551

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

Fifth 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. What is the primary duty of a cabin crew member?
 - (a) Aircraft maintenance
 - (b) Passenger safety
 - (c) In-flight entertainment
 - (d) Ticket checking

2. Which document do cabin crew members check during boarding?
 - (a) Visa
 - (b) Passport
 - (c) Travel documents
 - (d) Boarding pass

3. What kind of mannerism is expected from cabin crew?
 - (a) Aggressive
 - (b) Lazy
 - (c) Ethical
 - (d) Indifferent

4. What is the recommended practice for cabin crew members regarding personal hygiene?
 - (a) Wear heavy makeup
 - (b) Use minimal cosmetics
 - (c) Avoid personal grooming
 - (d) Ignore hygiene

5. What should cabin crew manage to ensure passenger comfort and safety?
 - (a) Personal Health Risk
 - (b) Aircraft Maintenance
 - (c) Flight Scheduling
 - (d) Ticket Sales

6. What is a critical factor in handling stress for cabin crew?
 - (a) Identifying factors responsible for stress
 - (b) Ignoring stress factors
 - (c) Working continuously without breaks
 - (d) Avoiding stress management techniques

7. What is a key role of cabin crew during flight?
 - (a) Conducting in-flight entertainment
 - (b) Operating the aircraft
 - (c) Ensuring passenger safety
 - (d) Selling duty-free items

8. How do cabin crew handle emergency situations?
 - (a) Panic and call for help
 - (b) Follow emergency protocols
 - (c) Ignore the situation
 - (d) Request assistance from passengers

9. What is included in the pre-flight service?
 - (a) Boarding process
 - (b) Greeting passengers
 - (c) Preparing for meal service
 - (d) Ensuring personal hygiene

10. What type of service do cabin crew provide after take-off?
 - (a) Alcoholic service
 - (b) Boarding assistance
 - (c) Ticket checking
 - (d) Aircraft maintenance

Part B

(5 × 5 = 25)

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

11. (a) Discuss the various benefits and challenges faced by cabin crew members.

Or

- (b) Explain the key benefits and challenges in the cabin crew profession.

12. (a) Describe the grooming standards required for cabin crew members.

Or

- (b) How does personal hygiene impact the overall perception of passengers?

13. (a) Explain the importance of time management for cabin crew members.

Or

- (b) How do cabin crew members handle work pressure and time management?

14. (a) Illustrate the key roles and responsibilities of cabin crew during a flight.

Or

- (b) Discuss the primary roles and responsibilities of cabin crew members during a flight.

15. (a) Discuss the procedures involved in meal service during a flight.

Or

- (b) How do cabin crew members handle alcoholic and non-alcoholic services on board?

Part C

(5 × 8 = 40)

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

16. (a) Analyze the role of announcements and briefings in ensuring passenger safety and comfort.

Or

- (b) How has the role of cabin crew changed over the years, and what factors influenced these changes?

17. (a) Evaluate the impact of lifestyle choices on the health and well-being of cabin crew members.

Or

- (b) How do nutrition and exercise influence the overall health of cabin crew members?

18. (a) Examine the personal health risks associated with the cabin crew profession and how they can be mitigated.

Or

- (b) How do cabin crew members ensure passenger safety and comfort during emergencies.

19. (a) Describe the steps involved in handling an in-flight emergency.

Or

- (b) Describe the roles and duties of cabin crew members during different phases of a flight.

20. (a) What are the different types of in-flight services, and how do they enhance the passenger experience?

Or

- (b) How do cabin crew members manage in-flight services to ensure high levels of passenger satisfaction?

C-6475

Sub. Code

91552

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Airline and Airport Management

AIR CARGO MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does the abbreviation AWB stand for in air cargo documentation?
 - (a) Air Weight Bill
 - (b) Air Waybill
 - (c) Aviation Work Bill
 - (d) Air Weekly Bill
2. Which of the following is NOT a principle of air cargo?
 - (a) Safety
 - (b) Speed
 - (c) Sustainability
 - (d) Simplicity
3. What is the function of the NOTOC in air cargo?
 - (a) Notifying customs of the cargo value
 - (b) Ensuring cargo security
 - (c) Informing the captain about dangerous goods onboard
 - (d) Calculating cargo weight

4. In which document would you find details of labeling and marking of packages?
 - (a) Airway Bill
 - (b) Cargo Manifest
 - (c) DG List
 - (d) NOTOC
5. Which class of goods is regulated under Dangerous Goods Regulation (DGR)?
 - (a) Valuation cargos
 - (b) General cargos
 - (c) Hazardous materials
 - (d) Perishable items
6. What term is used to describe the process of rounding cargo weights?
 - (a) Cargo Weight Conversion
 - (b) Weight Tariff Calculation
 - (c) Weight Rating
 - (d) Dimension Valuation
7. Which cargo type needs life-saving drugs?
 - (a) Perishable Cargo
 - (b) Special Cargo
 - (c) Dangerous Goods
 - (d) General Cargo
8. What is the primary focus of air cargo management?
 - (a) Handling logistics in sea transportation
 - (b) Transporting passengers in bulk
 - (c) Optimizing cargo handling, documentation and safety
 - (d) Exporting food items
9. The DG list of the ICAO contains information about:
 - (a) Airway Bill generation
 - (b) Dangerous goods and handling guidelines
 - (c) Customs duties for cargo
 - (d) Air tariffs

10. What is the importance of the airway bill (AWB)?
- (a) It serves as proof of customs payment
 - (b) It is the receipt of goods for transportation by air
 - (c) It helps classify dangerous goods
 - (d) It calculates the air freight rate

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on the concepts and rules of cargo management, including valuation of cargos.

Or

- (b) Define cargo rating and its importance in air cargo management.

12. (a) Explain the acceptance criteria and restrictions for special cargo, including human remains.

Or

- (b) List the restrictions in the acceptance of air cargo.

13. (a) Provide a detailed explanation of freight documentation, including AWB and NOTOC.

Or

- (b) List the restrictions in the acceptance of air cargo.

14. (a) Explain the procedures for handling dangerous goods and the role of DGR classes.

Or

- (b) Explain the importance of handling equipment at airports.

15. (a) Highlight the key steps in the loading and unloading process of air cargo.

Or

- (b) What are the requirements for dangerous goods documentation?

Part C

(5 × 8 = 40)

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

16. (a) Explain the documentation involved in air cargo, such as Airway Bi (AWB), Cargo Manifest and NOTOC. Discuss their functions and significance.

Or

- (b) Discuss the customs rules and applications in air cargo management. Highlight their role in international trade.

17. (a) Elaborate on the handling of dangerous goods, including the classification of DGR, package marking and labeling as per ICAO regulations.

Or

- (b) Analyze the challenges and procedures involved in the acceptance and handling of perishable and special cargo in air freight.

18. (a) Provide a detailed explanation of the Airway Bill (AWB), its functions and its role in freight documentation.

Or

- (b) Highlight the importance of NOTOC and Cargo Manifest in ensuring safe air cargo operations.

19. (a) Elaborate on the handling and transportation challenges of oversized and special equipment at airports.

Or

- (b) Analyze the process of loading and unloading cargo, and its importance in air freight operations.

20. (a) Explain the key steps in handling dangerous goods as per ICAO's DGR regulations, including package marking and labeling.

Or

- (b) Discuss the classification of Dangerous Goods (DGR) and their significance in air cargo safety.

C-6476

Sub. Code

91553 A

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Airline and Airport Management

BUSINESS RESEARCH METHODOLOGY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the main purpose of business research?
 - (a) To generate profit
 - (b) To explore and analyze business problems
 - (c) To increase employee satisfaction
 - (d) To improve marketing strategies

2. Which of the following is a characteristic of good research?
 - (a) Based on guesses
 - (b) Biased outcomes
 - (c) Systematic and objective
 - (d) Subjective conclusions

3. Which type of research design is focused on testing hypotheses?
 - (a) Exploratory
 - (b) Descriptive
 - (c) Causal
 - (d) Theoretical

4. What is the meaning of hypothesis?
 - (a) A proven fact
 - (b) A research question
 - (c) A tentative assumption to test
 - (d) A general observation

5. What are the two main types of data?
 - (a) Quantitative and qualitative
 - (b) Internal and external
 - (c) Primary and secondary
 - (d) Structured and unstructured

6. Which method is commonly used for collecting primary data?
 - (a) Literature review
 - (b) Surveys and interviews
 - (c) Online databases
 - (d) Secondary sources

7. Test is used to compare the means of two groups?
 - (a) Chi-square test
 - (b) T-test
 - (c) ANOVA
 - (d) Kruskal-Wallis test

8. What is the assumption for parametric tests?
 - (a) The data is non-linear
 - (b) The data follows a normal distribution
 - (c) There is no correlation in the data
 - (d) The sample size is small

9. What is the main objective of report writing?
 - (a) To persuade stakeholders
 - (b) To interpret and present research findings
 - (c) To collect more data
 - (d) To evaluate employees

10. What section of a report contains recommendations?
(a) Introduction (b) Executive summary
(c) Conclusion (d) Appendices

Part B

(5 × 5 = 25)

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

11. (a) Explain the meaning and scope of business research.

Or

- (b) What are the characteristics of good research?

12. (a) Define research design and explain its significance.

Or

- (b) What are the different types of research designs? Give examples.

13. (a) Differentiate between primary and secondary data with examples.

Or

- (b) What are the various sources of data in business research?

14. (a) What are the assumptions of parametric and non-parametric tests?

Or

- (b) Differentiate between a T-test and a Chi-square test.

15. (a) Define report writing and explain its importance in business research.

Or

- (b) What are the techniques of interpretation in a research report?

Part C

(5 × 8 = 40)

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

16. (a) Define sampling and explain its importance in research.

Or

- (b) Explain the differences between probability and non-probability sampling.

17. (a) Explain the types of scales used in research.

Or

- (b) What are the common errors in measurement? How can they be minimized?

18. (a) Discuss the steps involved in constructing a questionnaire.

Or

- (b) What are the methods of data collection? Explain briefly.

19. (a) Discuss the significance of the F-test in hypothesis testing.

Or

- (b) Explain the Kruskal-Wallis test and its application.

20. (a) Discuss the precautions to be taken while writing a research report.

Or

- (b) What is the purpose of an appendix in a report?

C-6477

Sub. Code

91553B

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Airline and Airport Management

CONSUMER BEHAVIOR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the definition of consumer behavior?
 - (a) The study of how individuals make decisions to spend their available resources.
 - (b) The study of how organizations make decisions to spend their available resources.
 - (c) The study of how governments make decisions to spend their available resources.
 - (d) The study of how societies make decisions to spend their available resources.

2. Which of the following is NOT a component of consumer value satisfaction?
 - (a) Product quality
 - (b) Customer service
 - (c) Price
 - (d) Advertising

3. What is the primary focus of consumer research?
 - (a) Understanding consumer behavior
 - (b) Developing new products
 - (c) Increasing sales
 - (d) Reducing costs

4. Which of the following is a qualitative method in consumer research?
 - (a) Surveys
 - (b) Experiments
 - (c) Focus groups
 - (d) Observations

5. What is the role of perception in consumer behavior?
 - (a) Influencing consumer attitudes
 - (b) Shaping consumer preferences
 - (c) Determining consumer choices
 - (d) All of the above

6. Which theory explains the process of consumer learning?
 - (a) Behavioral learning theory
 - (b) Cognitive learning theory
 - (c) Social learning theory
 - (d) All of the above

7. Personal attitudes influence which of the following in consumer behavior?
 - (a) Consumer perception
 - (b) Consumer learning
 - (c) Consumer decisions
 - (d) All of the above

8. What drives the measurement of consumer motivation?
- (a) External incentives
 - (b) Internal needs
 - (c) Both (a) and (b)
 - (d) None of the above
9. What is the importance of understanding cross-cultural consumer behavior?
- (a) Global marketing strategies
 - (b) Product localization
 - (c) Consumer satisfaction
 - (d) All of the above
10. Which of the following is a stage in the consumer decision-making process?
- (a) Problem recognition
 - (b) Post-purchase behavior
 - (c) Evaluation of alternatives
 - (d) All of the above

Part B

(5 × 5 = 25)

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

11. (a) Explain the process of consumer research and its significance in understanding consumer behavior.

Or

- (b) Discuss the dynamics, types, and measurement of consumer motivation.

12. (a) Describe the nature, principles, and process of consumer learning, including behavioral learning theories.

Or

- (b) Discuss the importance of consumer perception and the factors that influence it.
13. (a) Analyze the various social and cultural factors influencing consumer behavior, including social class, family roles, and cultural impacts.

Or

- (b) Explain consumer attitudes, the models of consumer attitude formation, and strategies for changing attitudes.
14. (a) Discuss the roles and types of families in consumer behavior and how the family life cycle affects consumer preferences.

Or

- (b) Analyze the influence of group dynamics on consumer behavior and its impact on purchase decisions.
15. (a) Explain the importance of marketing ethics in consumer behavior and the strategies for customer retention.

Or

- (b) Discuss the role and measurement of opinion leadership in consumer decision-making.

Part C

(5 × 8 = 40)

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

16. (a) Describe the consumer decision-making process and its stages with relevant examples.

Or

- (b) Explain a model of consumer decision-making and its relevance in real-world scenarios.

17. (a) Discuss the significance of post-purchase processes and their impact on consumer satisfaction.

Or

- (b) Analyze the strategies for attitude change and their role in influencing consumer behavior.

18. (a) Explain the importance of customer retention strategies and their contribution to customer value satisfaction.

Or

- (b) Discuss the role of consumer research in developing effective marketing strategies.

19. (a) Analyze the impact of consumer motivation on purchasing decisions and how marketers can measure these motives.

Or

- (b) Discuss the relevance of lifestyle profiles in understanding consumer behavior and targeting specific consumer segments.

20. (a) Explain the process and importance of opinion leadership in shaping consumer behavior.

Or

- (b) Describe the cross-cultural strategies used by marketers to cater to diverse consumer bases.
-

C-6478

Sub. Code

91553C

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth 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 does CRM stand for?
 - (a) Customer Resource Management
 - (b) Customer Relationship Management
 - (c) Consumer Relationship Management
 - (d) Client Relationship Management

2. Which of the following is a core objective of CRM?
 - (a) Cost reduction
 - (b) Employee retention
 - (c) Customer loyalty and relationship optimization
 - (d) Inventory management

3. What is a Service Level Agreement (SLA)?
 - (a) A marketing strategy
 - (b) A contract between a service provider and a customer
 - (c) A financial document
 - (d) A sales forecasting tool

4. Which CRM component is responsible for analyzing customer profitability?
 - (a) Operational CRM
 - (b) Analytical CRM
 - (c) Collaborative CRM
 - (d) Strategic CRM

5. Which of the following techniques is used in data mining for CRM?
 - (a) Clickstream Analysis
 - (b) SWOT Analysis
 - (c) PERT Chart
 - (d) Benchmarking

6. What is the primary focus of Relationship Marketing?
 - (a) Increasing short-term sales
 - (b) Building long-term customer relationships
 - (c) Reducing production costs
 - (d) Launching new products

7. Which tool is essential for CRM implementation?
 - (a) ERP systems
 - (b) Field Force Automation
 - (c) Market Basket Analysis
 - (d) Budget forecasting

8. What is the purpose of Personalization in CRM?
 - (a) Standardizing customer interactions
 - (b) Customizing interactions to meet individual needs
 - (c) Reducing operational costs
 - (d) Avoiding market segmentation

9. Which concept involves up-selling and cross-selling?
 - (a) Event-based marketing
 - (b) Channel optimization
 - (c) Customer profitability modeling
 - (d) Relationship marketing

10. What does SRM stand for in CRM context?
 - (a) Supplier Resource Management
 - (b) Strategic Relationship Management
 - (c) Supplier Relationship Management
 - (d) Sales Relationship Management

Part B

(5 × 5 = 25)

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

11. (a) Define CRM and explain its importance in customer acquisition and retention.

Or

- (b) Discuss the three levels of service in CRM and their impact on customer satisfaction.

12. (a) Explain the concept of Relationship Marketing and its role in customer behavior prediction,

Or

- (b) How does cross-selling and up-selling contribute to customer profitability?

13. (a) What is the role of IT in CRM? Discuss with examples of tools used.

Or

- (b) How does Field Force Automation improve customer relationships?

14. (a) What are the key steps in managing and analyzing customer data for CRM?

Or

- (b) Discuss the ethics and legalities of data use in CRM.

15. (a) Explain the process of CRM implementation and the challenges involved.

Or

- (b) Discuss the role of CRM development teams in the success of CRM strategies.

Part C

(5 × 8 = 40)

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

16. (a) Explain the significance of SLAs in managing customer relationships.

Or

- (b) Discuss the concept of Customer Value Modeling and its application in CRM.

17. (a) Describe how e-commerce platforms benefit from CRM solutions.

Or

- (b) Discuss the integration of ERP with CRM and its advantages.

18. (a) What is Market Basket Analysis, and how is it used in CRM?

Or

- (b) Explain how Collaborative Filtering is applied in CRM systems.

19. (a) Describe the role of call centers in CRM and customer satisfaction measurement.

Or

- (b) Explain the role of CRM in channel optimization.

20. (a) How can CRM tools be customized for specific industries? Provide examples.

Or

- (b) Discuss the importance of resetting CRM strategies to address conflicts.
-

C-6483

Sub. Code

91554A

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

Fifth Semester

Airline and Airport Management

HUMAN RESOURCES MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary function of Human Resource Management (HRM)?
 - (a) Managing financial transactions
 - (b) Recruiting, training, and managing employees
 - (c) Controlling supply chain logistics
 - (d) Handling customer complaints
2. Which of the following best describes the role of the HR department in an organization?
 - (a) Managing payroll and accounts
 - (b) Supervising production processes
 - (c) Developing and implementing HR policies
 - (d) Overseeing marketing campaigns

3. What is the main objective of a Human Resource Information System (HRIS)?
 - (a) Automating payroll processing
 - (b) Managing employee data and HR functions efficiently
 - (c) Increasing financial profits
 - (d) Handling production-related queries

4. Which HR process involves introducing new employees to the company's culture and policies?
 - (a) Recruitment
 - (b) Induction and Orientation
 - (c) Job Evaluation
 - (d) Career Development

5. Which of the following is NOT a method of training and development?
 - (a) Job Rotation
 - (b) Coaching and Mentoring
 - (c) Performance Appraisal
 - (d) E-learning

6. Career Development in HRM mainly focuses on
 - (a) Employee compensation
 - (b) Enhancing employees' career growth and skills
 - (c) Managing labor disputes
 - (d) Monitoring employee attendance

7. What is the main purpose of Job Evaluation in HRM?
 - (a) Assessing employee behavior
 - (b) Determining fair wages based on job responsibilities
 - (c) Monitoring supply chain performance
 - (d) Evaluating stock market trends

8. Which HR factor significantly influences employee morale and productivity?
 - (a) Job Security
 - (b) Government Policies
 - (c) Customer Feedback
 - (d) Market Competition

9. Which of the following is a key function of trade unions?
 - (a) Increasing company profits
 - (b) Protecting and promoting workers' rights
 - (c) Controlling marketing strategies
 - (d) Supervising sales teams

10. What is the primary goal of collective bargaining?
 - (a) Strengthening employer authority
 - (b) Negotiating wages and working conditions between employees and employers
 - (c) Reducing employee benefits
 - (d) Eliminating HR policies

Part B

(5 × 5 = 25)

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

11. (a) Define Human Resource Management (HRM) and explain its key functions.

Or

- (b) What are the major differences between Personnel Management and HRM?

12. (a) Explain the significance of manpower planning in an organization.

Or

- (b) What are the key steps involved in the employee selection process?

13. (a) What are the main objectives of employee training and development?

Or

- (b) Briefly describe the different methods of employee training used in organizations.

14. (a) What is job evaluation and why is it important in an organization?

Or

- (b) Explain the relationship between employee morale, motivation, and productivity.

15. (a) What is the role of trade unions in an organization?

Or

- (b) Explain the importance of collective bargaining in maintaining industrial harmony.

Part C

(5 × 8 = 40)

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

16. (a) Define HRM and discuss its role in achieving organisational goals.

Or

- (b) Explain the impact of government regulations on HRM, particularly in multinational corporations (MNCs).

17. (a) Discuss the importance of Human Resource Information Systems (HRIS) in modern HRM.

Or

- (b) Explain the process of induction and orientation, and discuss its impact on employee retention.

18. (a) Describe the steps involved in designing an effective training and development program.

Or

- (b) Explain the concept of performance appraisal and its role in employee career growth.

19. (a) Discuss the relationship between financial compensation, employee productivity, and morale.

Or

- (b) Explain different techniques used for stress management in the workplace.

20. (a) Discuss the disciplinary process in organizations and its significance in maintaining workplace ethics.

Or

- (b) Explain the role of worker participation in management and its impact on organizational decision-making.
-

C-6484

Sub. Code

91554B

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

Fifth Semester

Airline and Airport Management

ECONOMICS FOR EXECUTIVES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is the main objective of a business firm?
 - (a) Profit maximization
 - (b) Cost reduction
 - (c) Market expansion
 - (d) Employee welfare

2. What does the Law of Demand state?
 - (a) As price increases, demand increases
 - (b) As price increases, demand decreases
 - (c) Demand is not affected by price changes
 - (d) Demand remains constant regardless of price

3. The Law of Diminishing Returns states that
 - (a) Output increases indefinitely as input increases
 - (b) Additional inputs eventually lead to smaller increases in output
 - (c) Costs decrease as production increases
 - (d) Output remains constant despite changes in input
4. Which of the following is NOT a factor of production?
 - (a) Land
 - (b) Labor
 - (c) Capital
 - (d) Revenue
5. Perfect competition is characterized by
 - (a) A few dominant sellers
 - (b) Many buyers and sellers with homogeneous products
 - (c) High barriers to entry
 - (d) Unique products for each seller
6. Price discrimination is possible under
 - (a) Perfect competition
 - (b) Monopolistic competition
 - (c) Monopoly
 - (d) Oligopoly
7. Marginal productivity theory states that
 - (a) Wages are determined by marginal productivity
 - (b) Prices increase as productivity decreases
 - (c) Productivity depends solely on capital investment
 - (d) Wages and profits are unrelated to productivity

8. What does the liquidity preference theory primarily explain?
- (a) Demand for labor
 - (b) Consumer behavior
 - (c) Determination of interest rates
 - (d) Impact of pricing on supply
9. What is the main objective of public enterprises in India?
- (a) Maximizing profits
 - (b) Providing essential services
 - (c) Reducing competition
 - (d) Eliminating private businesses
10. The Competition Act of 2002 in India aims to
- (a) Eliminate monopolies and promote fair trade practices
 - (b) Encourage monopoly in public enterprises
 - (c) Reduce taxes on businesses
 - (d) Focus only on exports

Part B

(5 × 5 = 25)

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

11. (a) Explain the primary objectives of a business firm, emphasizing the importance of profit maximization.

Or

- (b) Define the Law of Demand. Explain its assumptions and limitations with examples.

12. (a) Explain the Law of Diminishing Returns and its relevance in production processes.

Or

- (b) Define the factors of production. How do they contribute to economic growth?

13. (a) What are the characteristics of perfect competition? Explain with examples.

Or

- (b) Define monopoly. Discuss the reasons that allow monopolies to dominate markets.

14. (a) Define the marginal productivity theory and discuss its application in wage determination.

Or

- (b) What are the key factors that influence pricing decisions in production? Explain with examples.

15. (a) Discuss the role of public enterprises in India's economic development.

Or

- (b) Explain the government measures to control monopolistic practices and promote fair competition.

Part C

(5 × 8 = 40)

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

16. (a) What is elasticity of demand? Discuss its importance in business decision-making.

Or

- (b) Describe the various types of elasticity of demand with suitable examples.

17. (a) Discuss the concept of variable and fixed costs with appropriate examples.

Or

- (b) What is a production function? Explain its role in understanding production efficiency.

18. (a) What is monopolistic competition? How does it differ from monopoly and perfect competition?

Or

- (b) Explain price discrimination and its economic implications with real-world examples.

19. (a) Explain the liquidity preference theory and its role in determining interest rates.

Or

- (b) What is the dynamic theory of profit? Discuss its relevance to entrepreneurial success.

20. (a) What are the objectives of the Competition Act, 2002? Analyze its impact on Indian businesses.

Or

- (b) Explain the significance of price policies in public utilities with relevant examples.
-

C-6485

Sub. Code

91554C

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Airline and Airport Management

RETAIL MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the fifth unit of the Retail Management course?
 - (a) Promotion
 - (b) Pricing Strategies
 - (c) Overview of Retailing
 - (d) International Retailing

2. How many hours are allocated to the “International Retailing” unit?
 - (a) 10 hours
 - (b) 15 hours
 - (c) 20 hours
 - (d) 25 hours

3. Which topic is covered in the “Overview of Retailing” unit?
- (a) Assortment planning
 - (b) Retail strategy
 - (c) Merchandise pricing
 - (d) Retail promotion mix
4. Which topic is included in the “Layout and Design” unit?
- (a) Psychological pricing
 - (b) Store design and layout
 - (c) Communicating with the retail customer
 - (d) Globalisation and changing retail formats
5. Which topic is covered in the “Pricing Strategies” unit?
- (a) Advertising
 - (b) Retail database
 - (c) Methods for determining inventory evaluation
 - (d) Service malls
6. Which topic is included in the ‘Promotion’ unit?
- (a) Non-store Retailing
 - (b) Retail store location and layout
 - (c) Merchandise pricing
 - (d) Sales promotion

7. Which topic is covered in the “International Retailing” unit?
- (a) Trends in the Indian Retailing Industry
 - (b) Assortment planning
 - (c) Customer-made stores
 - (d) Retail selling process
8. What is the main objective of the Retail Management course?
- (a) To understand the fundamentals and concepts of retailing
 - (b) To study business ethics and corporate governance
 - (c) To learn about supply chain management
 - (d) To understand financial management in retail
9. What is the focus of the “Retail strategy’ topic in the “Overview of Retailing” unit?
- (a) Communicating with the retail customer
 - (b) Achieving competitive advantage and positioning
 - (c) Merchandise pricing
 - (d) International Retailing
10. Which element is included in the “Interior design elements” topic in the “Layout and Design unit?
- (a) Price strategies
 - (b) Site evaluation and selection
 - (c) Assortment planning
 - (d) Comprehensive store planning

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain the concept of achieving competitive advantage in retailing.

Or

- (b) Explain the differences between product retailing and service retailing.

12. (a) List and describe any three types of retail stores.

Or

- (b) Explain the factors influencing interior design in retail.

13. (a) Discuss the importance of trade area analysis in retail store location and layout.

Or

- (b) Discuss the Importance of vendor relations in pricing strategies.

14. (a) Outline the methods used for determining inventory evaluation.

Or

- (b) Explain the significance of in-store customer service in retail.

15. (a) Describe the components of the in-store customer service process.

Or

- (b) Explain the significance of in-store customer service in retail.

Part C

(5 × 8 = 40)

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

16. (a) Explain the major trends in the Indian retailing industry.

Or

- (b) Discuss the legal and socio-economic issues affecting the retail environment.

17. (a) Elaborate on the comprehensive process of store planning (interior and exterior).

Or

- (b) Explain the significance of country/region analysis in retail store layout.

18. (a) Describe various merchandise pricing strategies.

Or

- (b) Discuss the methods of planning merchandise needs and budgets.

19. (a) Discuss the impact of globalization on retail formats.

Or

- (b) Describe the opportunities and challenges in international retailing.

20. (a) Analyze the impact of globalization on retail formats.

Or

(b) Discuss the challenges and opportunities in international retailing.

C-6486

Sub. Code

91555A

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Airline and Airport Management

AIR REGULATIONS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The Carriage by Air Act, 1972 is based on which international convention?
 - (a) The Tokyo Convention
 - (b) The Warsaw Convention
 - (c) The Geneva Convention
 - (d) The Hague Convention

2. Which Act deals with the criminalization of hijacking in Indian aviation law?
 - (a) The Anti-Hijacking Act, 1982
 - (b) The Tokyo Convention Act, 1975
 - (c) The Aircraft Act, 1934
 - (d) The Suppression of Unlawful Acts Against Safety of Civil Aviation Act, 1982

3. The National Airports Authority Act, 1985 is associated with which of the following?
 - (a) Regulation of air traffic control
 - (b) Management and development of domestic airports
 - (c) Air safety and aircraft certification
 - (d) Establishment of civil aviation regulatory bodies

4. Which of the following Acts led to the merger of international and domestic airport functions in India?
 - (a) The Air Corporations (Transfer of Undertakings) Act, 1994
 - (b) The National Airports Authority Act, 1985
 - (c) The International Airports Authority of India Act, 1971
 - (d) The Airports Authority of India Act, 1994

5. The Air Corporations Act, 1953, led to the creation of which of the following?
 - (a) Directorate General of Civil Aviation (DGCA)
 - (b) Indian Airlines and Air India
 - (c) Civil Aviation Ministry
 - (d) Airports Authority of India

6. The National Airports Authority of India Act, 1985 established which of the following?
 - (a) Airports Authority of India (AAI)
 - (b) Directorate General of Civil Aviation (DGCA)
 - (c) National Aviation Security Agency
 - (d) Indian Air Traffic Control Authority

7. Which document certifies an aircraft's airworthiness?
- (a) Pilot's License
 - (b) Airworthiness Certificate
 - (c) Aircraft Logbook
 - (d) Maintenance Schedule
8. What is the primary purpose of air transport regulations?
- (a) To increase profits for airlines
 - (b) To ensure safety, security, and efficient operations
 - (c) To provide free flights to passengers
 - (d) To promote environmental concerns
9. The Geneva Convention, 1948, focused on the regulation of:
- (a) Air traffic control
 - (b) Aircraft design standards
 - (c) Civil aviation security and criminal liability
 - (d) Passenger rights and baggage handling
10. The Warsaw Convention (1929) was a milestone in:
- (a) Setting passenger rights and liability standards
 - (b) Regulating aviation fuel prices
 - (c) Defining the role of flight crews
 - (d) Managing airport operations

Part B

(5 × 5 = 25)

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

11. (a) Discuss the importance of the Tokyo Convention Act, 1975 in Indian aviation.

Or

- (b) How do limitations on the DCGCA's authority impact the overall effectiveness of regulatory oversight in the jurisdiction it oversees?

12. (a) Explain the purpose and significance of the International Airports Authority of India Act, 1971.

Or

- (b) What types of unlawful acts against the safety of civil aviation are addressed under The Suppression of Unlawful Acts Against the Safety of Civil Aviation Act, 1982?

13. (a) What were the key provisions of the Air Corporations Act, 1994, and what role did it play in India's aviation industry?

Or

- (b) What is the organizational structure of the National Airports Authority of India as outlined in the Act 1985?

14. (a) Explain briefly about the Air safety section -6 design standards and type certification.

Or

- (b) How do air traffic control systems manage aircraft separation during high-traffic operations?

15. (a) Discuss briefly about the role of the Warsaw Convention.

Or

- (b) What role does the Rome Convention play in international cooperation and standardization in aviation law?

Part C

(5 × 8 = 40)

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

16. (a) Discuss the role of the Directorate General of Civil Aviation (DGCA) under the Aircraft Act, 1934, and the Aircraft Rules, 1937. What are its primary responsibilities in ensuring air safety?

Or

- (b) Evaluate the significance of the Carriage by Air Act, 1972 in regulating international air travel and protecting passenger rights.
17. (a) Evaluate the importance of the Air Corporations Act, 1953, in the context of India's civil aviation development. What were the key challenges and outcomes of the Act during its operation?

Or

- (b) Discuss the evolution of airport management in India, focusing on the role of the International Airports Authority of India Act (1971) and the National Airports Authority Act (1985).
18. (a) Explain the key provisions of the Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994.

Or

- (b) Describe the historical background of the Aircraft Rules, 1937, and explain its significance in the evolution of India's civil aviation regulatory framework.

19. (a) Describe the aerodrome design standards that help in handling heavy and high-speed aircraft and minimizing operational risks.

Or

- (b) Discuss the various types of safety reporting systems used in civil aviation and their impact on accident prevention.
20. (a) “Discuss the key provisions of the International Air Services Transit Agreement (1944) and evaluate its role in facilitating international air traffic by ensuring the right of transit and over flight for foreign airlines through the airspace of signatory states.”

Or

- (b) Discuss the role of the Tokyo Convention (1963) in creating a legal framework for the handling of unlawful acts committed on board international flights.
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C-6487

Sub. Code

91555B

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

Fifth 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 primary objective of Air Traffic Services (ATS) is to:
 - (a) Improve airport infrastructure
 - (b) Prevent collisions between aircraft
 - (c) Reduce flight costs
 - (d) Enhance passenger experience

2. VFR operations are conducted:
 - (a) Using radar only
 - (b) Without reliance on instruments
 - (c) At high altitudes
 - (d) During emergencies

3. What is RNAV in ATS?
 - (a) Radar Navigation
 - (b) Area Navigation
 - (c) Reduced Navigation Accuracy
 - (d) Restricted Navigation

4. The division of responsibility in control is important to:
 - (a) Avoid overstaffing
 - (b) Minimize workload among teams
 - (c) Ensure safe and efficient airspace management
 - (d) Improve pilot communication

5. Aerodrome reference code is used to:
 - (a) Identify airlines
 - (b) Classify airport facilities
 - (c) Set operational limits for runways
 - (d) Standardize airport signage

6. What does VASI stand for in visual aids?
 - (a) Visual Approach Slope Indicator
 - (b) Vertical Aided Signal Indicator
 - (c) Visual Airport Security Indicator
 - (d) Variable Approach Safety Instrument

7. ATC clearance is essential for:
 - (a) Cargo loading
 - (b) Flight plan submission
 - (c) Safe and orderly flight operations
 - (d) Ground staff communication

8. What is a primary radar used for in ATC?
 - (a) Weather updates
 - (b) Detecting aircraft without transponders
 - (c) Coordinating emergency responses
 - (d) Managing passenger data

9. An aerodrome beacon is used to:
 - (a) Guide vehicles on runways
 - (b) Identify the location of an aerodrome
 - (c) Illuminate taxiways
 - (d) Assist in aircraft refueling

10. Vertical separation in ATS is maintained to:
- (a) Enhance fuel efficiency
 - (b) Ensure safety between aircraft at different altitudes
 - (c) Minimize communication between ATC and pilots
 - (d) Allow faster climb rates for aircraft

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives and scope of Air Traffic Services (ATS).

Or

- (b) Describe the classification of ATS airspaces.

12. (a) Discuss the significance of RNAV and RNP in air traffic control.

Or

- (b) Explain the role of significant points in ATS routes.

13. (a) Define primary radar and its identification procedures.

Or

- (b) Discuss the emergency procedures in air radar services.

14. (a) Explain the importance of aerodrome reference codes.

Or

- (b) Describe the basic physical characteristics of a runway.

15. (a) Discuss the role of VASI and PAPI in visual navigation aids.

Or

- (b) Explain the importance of emergency and other services at an aerodrome.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the role of meteorological support in Air Traffic Services.

Or

- (b) Explain the parts of ATC services and their provision.

17. (a) Describe the vertical, lateral, and longitudinal separation standards in ATS.

Or

- (b) Discuss the significance of ATC clearance and flight plans.

18. (a) Evaluate the use of radar in area and approach control services.

Or

- (b) Analyze the rules of the air radar service in managing emergencies.

19. (a) Explain the visual aids used for denoting obstacles and navigation.

Or

- (b) Discuss the general marking and lighting requirements for aerodromes.

20. (a) Analyze the role of aerodrome beacons and identification beacons in ATC.

Or

- (b) Explain the characteristics and importance of a signal area in aerodrome operations.

C-6488

Sub. Code

91555C

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

Fifth Semester

Airline And Airport Management

AVIATION SAFETY MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Aviation safety primarily aims to:
 - (a) Reduce costs
 - (b) Prevent accidents
 - (c) Enhance passenger experience
 - (d) Promote tourism

2. What is a “zero accident rate”?
 - (a) No reported accidents per year
 - (b) Complete elimination of accidents
 - (c) Low-level incidents only
 - (d) Minimal accidents allowed annually

3. Multiple causes of aircraft mishaps refer to:
 - (a) A single primary issue
 - (b) Several contributing factors
 - (c) Technical failures only
 - (d) Human error alone

4. Internal reporting systems are used to:
 - (a) Share confidential data
 - (b) Monitor passenger satisfaction
 - (c) Report safety concerns
 - (d) Conduct external audits

5. What is the purpose of aviation safety committees?
 - (a) Approve pilot certifications
 - (b) Supervise airport construction
 - (c) Develop safety strategies
 - (d) Enhance marketing campaigns

6. Attitudes and discipline in aviation safety help:
 - (a) Save costs
 - (b) Change risky behaviors
 - (c) Reduce flight duration
 - (d) Improve passenger comfort

7. Which of the following is part of an airport emergency plan?
 - (a) Weather monitoring systems
 - (b) Security screening protocols
 - (c) Rescue and firefighting procedures
 - (d) Baggage handling strategies

8. Maintenance safety inspections ensure:
 - (a) Faster flight operations
 - (b) Compliance with maintenance standards
 - (c) Lower operational costs
 - (d) Passenger satisfaction

9. What is a delayed discrepancy in maintenance?
- (a) Immediate repair required
 - (b) Postponed repair for operational reasons
 - (c) Resolved before departure
 - (d) Minor issue without concern
10. The economic significance of aviation safety is:
- (a) Reducing operational delays
 - (b) Ensuring customer loyalty
 - (c) Minimizing financial losses from accidents
 - (d) Promoting tourism development

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of aviation safety programs.
- Or
- (b) Describe the concept of mission vs. safety balance in aviation.
12. (a) Analyze the impact of risk-taker behavior on aviation safety.
- Or
- (b) Discuss the role of training in addressing human factors in safety.
13. (a) Evaluate the role of aviation safety committees in flight operations.
- Or
- (b) Explain the importance of aviation safety inspections.
14. (a) Describe the structure of an airport emergency response plan.
- Or
- (b) Discuss the criteria for airport and heliport safety inspections.

15. (a) Explain configuration control in maintenance safety programs.

Or

- (b) Discuss the importance of maintenance test flights in aviation safety.

Part C

(5 × 8 = 40)

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

16. (a) Elaborate on the causes of aircraft mishaps and the concept of single vs. multiple causes.

Or

- (b) Describe the steps to build an effective aviation safety program.

17. (a) Examine the theory of risk and its application in aviation safety.

Or

- (b) Evaluate the role of punishment versus protection in promoting safety behavior.

18. (a) Discuss the process of aviation safety program evaluation and its components.

Or

- (b) Describe the procedures involved in accident preparation and investigation.

19. (a) Explain the certification requirements for airports and their importance in aviation safety.

Or

- (b) Analyze the components and implementation of an airport emergency response plan.

20. (a) Discuss the challenges and strategies in managing delayed and deferred aircraft discrepancies.

Or

- (b) Evaluate the role of maintenance safety inspections in preventing accidents.

C-6490

Sub. Code

91514

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Airline and Airport Management

COMPUTER APPLICATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by generation in computer terminology.
2. Define cache memory.
3. Explain the term Justify.
4. What is meant by proof reading?
5. Write the features of MS-Excel.
6. Explain how to add worksheet in MS-Excel and how to rename it?
7. What is slide show in power point?
8. What is the purpose of slide sorter in power point?
9. Write any four shortcut keys used in MS-Access.
10. Define DBMS.

Part B

(5 × 5 = 25)

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

11. (a) What is the relationship between the operating system and computer hardware. Explain?

Or

- (b) Explain the classification and application of computers.

12. (a) Explain how to add Headers and footers, page number in MS-word?

Or

- (b) Explain the features of ribbon and its tools in MS-Word?

13. (a) Describe the steps for creating charts in MS-Excel. Also list out the various chart types.

Or

- (b) How to use sort and filters tools in MS-Excel? Explain with suitable examples.

14. (a) Write a notes on

- (i) How to record slide show?
- (ii) How to included Rehearse timings?

Or

- (b) Write a notes on,

- (i) How to add Date and time.
- (ii) How to add slide number.

15. (a) Discuss the features, advantages and limitations of MS-Access.

Or

- (b) Explain the procedure of creating tables and adding, deleting records in MS - Access.

Part C

(3 × 10 = 30)

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

16. (a) Explain the Evolution of computers in detail.

Or

- (b) Write a notes on,
(i) Mother board
(ii) Cloud storage
(iii) Network protocol
(v) WAN.

17. (a) Write the list of options and sequence of create, Align and print the document in MS-word.

Or

- (b) Describe the steps for creating a simple student marksheet table in MS-Excel. Also calculate the commands for total marks and Average marks.

18. (a) How MS-Access helps managing data. Explain in detail with relevant examples?

Or

- (b) (i) How Queries are created, saved and edited in MS-Access.
(ii) Explain any five formulas and its functions in MS-Excel.

C-6497

Sub. Code

91524

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Second Semester

Airline and Airport Management

MATHEMATICS FOR MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Explain symmetric and diagonal matrices.
2. Explain cordiality of a set and empty set.
3. Find value of $\sum_{n=1}^5 (-1)^{(n+1)} (2n)$
4. The arithmetic and geometric are 8 and 4 respectively. Find their harmonic mean.
5. Write the characteristics of statistics.
6. Calculate mean from the following data.

Size 6 7 8 9 10 11

Frequency 4 6 9 5 2 8

7. What are the graphs of frequency distribution?
8. Write the empirical relation between mean, median and mode.

9. Write about the variations in time-series.
10. What are the methods of measuring trend?

Part B

(5 × 5 = 25)

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

11. (a) In a class of 30 girls, 25 girls study French, 10 German and 5 neither of the two.
- (i) How many girls study both?
- (ii) How many girls study only French?

Or

- (b) If $A = \begin{bmatrix} 1 & 0 \\ 1 & 1 \end{bmatrix}$, $B = \begin{bmatrix} 2 & 0 \\ 1 & 1 \end{bmatrix}$, $C = \begin{bmatrix} -1 & 2 \\ 3 & 1 \end{bmatrix}$, show that
- $$(AB)C = A(BC)$$

12. (a) Calculate the amount and the compound interest on Rs. 15,000 at 10% compounded half yearly for $1\frac{1}{2}$ year.

Or

- (b) How many terms of the series 1, 4, 7,... are needed to give the sum 715?

13. (a) Draw a multiple bar diagram for the following data.

Year	Profit before tax (in Lakhs of rupees)	Profit after tax (in Lakhs of rupees)
2008	195	80
2009	200	87
2010	165	45
2011	140	32

Or

- (b) Explain the uses of statistics in functional areas of management.

14. (a) Calculate standard deviation from the following data.

X	10	11	12	13	14	Total
F	3	12	18	12	3	48

Or

- (b) Calculate the mode and modal class for the following frequency distribution.

Weight (in Kg)	30–35	35–40	40–45	45–50	50–55	55–60
No of students	3	8	12	20	15	2

15. (a) The revenue of a company in millions of rupees for the years 2005-2012 are given below.

Year	2005	2006	2007	2008	2009	2010	2011	2012
Revenue	560	580	550	605	530	515	555	595

- (i) Find the linear trend equation.
(ii) Estimate the sales for 2018.

Or

- (b) Define index numbers. Write about the problems in the construction of index numbers.

Part C

(3 × 10 = 30)

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

16. (a) Solve the following linear equations using matrix inversion:

$$3x + y + z = 0; \quad 5x + 3y - z = 4; \quad 1/2x - 6y + z = -5.$$

Or

- (b) Surbhi borrowed a sum of Rs. 12,000 from a finance company to purchase a refrigerator. If the rate of interest is 5% p.a. compounded annually, calculate: the compound interest she has to pay to the company after 3 years.

17. (a) Calculate Karl Pearson co-efficient of correlation.

X 42 52 55 60 66 68 65 60 58 34

Y 11 13 18 22 26 40 31 27 24 18

Or

- (b) Distinguish primary and secondary data.

18. (a) Compute Laspeyre's, Paasche's and Fisher's ideal index numbers from the following data.

Commodity	Base year		Current year	
	Price	Quantity	Price	Quantity
A	3	7	4	5
B	4	12	6	8
C	6	10	5	15
D	3	15	2	18

Or

- (b) Obtain two regression lines.

X 6 2 10 4 8

Y 9 11 5 8 7

- (i) Predict 'Y' when $x = 10$
(ii) Predict 'X' when $y = 2.5$.

C-6499

Sub. Code

91532

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

Third Semester

Airline and Airport Management

AVIATION INDUSTRY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Describe the history of the aviation industry.
2. What are the major components of the global aviation industry?
3. Write a short note on IATA.
4. What is the role of AAI?
5. What are the main components of an airport layout?
6. State the importance of ground handling
7. List out the airport services.
8. State the importance of security clearance.
9. What are the common types of crises that airports may face?
10. What role do airport security screenings play in preventing hijackings?

Part B

(5 × 5 = 25)

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

11. (a) What are the challenges in global aviation industry?

Or

- (b) What are the major types of aircraft operated in India, and what purposes do they serve?

12. (a) Describe the difference between commercial and general aviation airports.

Or

- (b) What are the major global airline alliances, and how do they benefit member airlines?

13. (a) Discuss the key regulations governing airport and aircraft security globally.

Or

- (b) What are the common challenges faced by airlines when accommodating unaccompanied minors?

14. (a) What are the key components of airport services?

Or

- (b) What are the common challenges faced by airlines regarding immigration formalities?

15. (a) What procedures are in place for handling suspicious packages or items?

Or

- (b) Discuss a notable case of unlawful interference in aviation history.

Part C

(3 × 10 = 30)

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

16. (a) Explain the impact of globalization on the aviation industry's growth.

Or

- (b) Explain the significance of the fuselage, wings, and tail section in aircraft design.

17. (a) What are the operational differences between major airports in developed and developing countries?

Or

- (b) Explain the technologies that are used to optimize airport layout and design.

18. (a) Briefly explain the ramp services offered at airports.

Or

- (b) Explain about the formalities followed for issuing boarding pass.
-

C-6500

Sub. Code

91533

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

Third Semester

Airline and Airport Management

AVIATION ANCILLARY SERVICE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the primary functions of ground handlers in the aviation industry?
2. What training and certification requirements exist for self-handling staff?
3. What is the role of the departure concourse in airport operations?
4. Define VVIP and VIP in the context of aviation
5. What are the main functions of the import shed in airport cargo services?
6. What is the concept of air cargo?
7. What is the role of escort services in airport operations?
8. What is the role of airport hospitality services in aviation ancillary services?

9. What is the main objective of security screening processes at airports?
10. What are the key design considerations for airport security infrastructure?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the challenges airlines face when adopting self-handling practices.

Or

- (b) What role do ground handlers play in passenger assistance, and what services do they provide?

12. (a) Describe the process of check-in at the departure concourse. What technologies are commonly used?

Or

- (b) What is the significance of transit and arrival services in the aviation industry.

13. (a) What are the key factors that affect the efficiency of cargo handling at the export shed?

Or

- (b) What are the primary responsibilities involved in cargo aircraft handling?

14. (a) Discuss the role of accommodation and hospitality services in enhancing the reputation of an airport.

Or

- (b) What are the challenges faced in effective information dissemination in Aviation Ancillary Services?

15. (a) What are the key objectives of airport security in the planning and design of airport facilities?

Or

- (b) What are the challenges in implementing alarm monitoring systems in large airports?

Part C

(3 × 10 = 30)

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

16. (a) What factors should airlines consider when deciding between self-handling and outsourcing? Explain.

Or

- (b) Analyze the ground handling operations of a major Indian airport (e.g., Indira Gandhi International Airport). What are their strengths and weaknesses?

17. (a) Explain the importance of privacy and security in the handling of VVIPs and VIPs.

Or

- (b) Explain the procedures for loading and unloading cargo from aircraft.

18. (a) Explain the process of meal preparation for different classes of service.

Or

- (b) Explain importance of access control in airport security design.

C-6501

Sub. Code

91534

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

Third Semester

Airline and Airport Management

AIRLINE AND AIRPORT ORGANISATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List the current challenges in airline industry.
2. Define Aviation.
3. State the importance of crew management.
4. What is aircraft scheduling approval?
5. State the importance of flight safety.
6. Define Airport operator.
7. What international regulations govern travel and tourism?
8. What is the primary function of a travel agent in the tourism industry?
9. What is role of AAI?
10. What is airport planning?

Part B

(5 × 5 = 25)

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

11. (a) Who are the major global airlines and what are their market shares?

Or

- (b) Discuss the current challenges faced by the Indian airline industries.

12. (a) List and describe the different types of ground handling services provided at airports.

Or

- (b) What are the key components of a successful catering contract with an airline?

13. (a) Describe the process of managing passenger flow in an airport terminal.

Or

- (b) Discuss the security protocols are in place for airside operations.

14. (a) Discuss the function of tour operators.

Or

- (b) Explain the significance of travel management.

15. (a) What are the main functions of airport operations management?

Or

- (b) Discuss the organizational structure of an airport and its key components.

Part C

(3 × 10 = 30)

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

16. (a) Discuss in detail about market potential of Indian airline industry compared to global market.

Or

- (b) Outline the significant milestones in the evolution of air transportation in detail.

17. (a) Explain the role of ramp agents in the ground handling process.

Or

- (b) Explain the role of terminal management in enhancing passenger experience.

18. (a) How do hotels market their services to attract travel agents? Explain.

Or

- (b) Explain the different types of airports based on their operational capabilities.
-

C-6502

Sub. Code

91535

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

Third Semester

Airline and Airport Management

ECONOMICS FOR EXECUTIVES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the primary objectives of a business firm?
2. What is profit maximization?
3. Define the production function.
4. State the importance of revenue curves.
5. What are the key characteristics of monopolistic competition?
6. What are the different types of price discrimination?
7. What are the primary factors of production?
8. What is Keynes' liquidity preference theory?
9. What is competition act 2002?
10. What is the role of government in regulating business activities?

Part B

(5 × 5 = 25)

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

11. (a) How do profit maximization and revenue maximization differ in business objectives?

Or

- (b) Discuss the limitations of profit maximization as a sole objective for firms.

12. (a) What is the definition of the economics of sale?

Or

- (b) Discuss a case where event point analysis might have helped a company avoid losses.

13. (a) Discuss the concept of price discrimination.

Or

- (b) How does monopolistic competition differ from perfect competition and monopoly?

14. (a) How does the wage rate of labor affect pricing in a competitive market?

Or

- (b) Discuss the strengths and weaknesses of Keynes' liquidity preference theory.

15. (a) Discuss the benefits and challenges of public-private partnerships.

Or

- (b) Discuss the significance of the Competition Act 2002 in promoting fair competition in India.

Part C

(3 × 10 = 30)

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

16. (a) Discuss the role of social responsibility in crisis management for businesses.

Or

- (b) Briefly discuss the potential conflicts between profit maximization and social responsibilities.

17. (a) Explain the concept of diminishing marginal returns with an example from a real-world industry.

Or

- (b) What is a monopoly? Analyze the impact of monopoly power on pricing and consumer welfare.

18. (a) Discuss how firms can optimize their production decisions based on marginal productivity theory.

Or

- (b) What are the major challenges and limitations faced by public enterprises in India? Explain.

C-6503

Sub. Code

91536

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

Third Semester

Airline and Airport Management

PERSONALITY DEVELOPMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is active listening?
2. Define communication.
3. What are the potential challenges in developing empathy?
4. Define emotional intelligence.
5. Define motivation.
6. What is leadership?
7. List the skills required for attending interview.
8. How do you set and achieve personal development goals?
9. What is grooming?
10. State the importance of group discussion.

Part B

(5 × 5 = 25)

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

11. (a) What techniques can be used to improve observational skills?

Or

- (b) Discuss the barriers to effective listening.

12. (a) What are emotional competencies?

Or

- (b) Discuss a personal experience where developing emotional competencies led to positive outcomes.

13. (a) What are the key principles of effective time management?

Or

- (b) Discuss the importance of management skill.

14. (a) What research should you conduct about the company before the interview?

Or

- (b) Discuss the effective preparation methods to appear for an interview.

15. (a) What final grooming checks should you perform before leaving for an interview?

Or

- (b) What is the significance of using action verbs in your resume?

Part C

(3 × 10 = 30)

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

16. (a) Explain the importance of the receiving stage in listening.

Or

- (b) What are the common barriers to effective communication? Explain.

17. (a) Explain emotional intelligence and its components.

Or

- (b) Define motivation and explain its importance in personal and professional development.

18. (a) What format (email vs. handwritten) is more effective for thank-you letters in today's job market? Explain.

Or

- (b) How do you ensure your appearance reflects professionalism when you arrive for the interview? Explain.
-

C-6504

Sub. Code

91537

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

Third Semester

Airline and Airport Management

YOGA FOR HUMAN EXCELLENCE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is value education?
2. How does NCERT integrate value education into the curriculum?
3. What is invasion?
4. Write about the education system of British rule.
5. What role do gender equality programs and laws play in empowering women?
6. How does “Education without Character” contribute to societal problems?
7. How can colleges instill a sense of responsibility among students?
8. How has corruption affected India’s growth and development?

9. How does modern technology contribute to the erosion of values?
10. What is meant by corruption?

Part B

(5 × 5 = 25)

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

11. (a) What other organizations or government initiatives promote value education in India?

Or

- (b) How did the humanistic movement shape modern thinking?

12. (a) What are the Causes for the Arabs Conquest of Sindh?

Or

- (b) Write short note on swami Vivekananda.

13. (a) Why “Prayer without Sacrifice” is considered a moral decline?

Or

- (b) How has corruption affected India’s growth and development?

14. (a) What challenges do students face when transitioning from school to college?

Or

- (b) How can colleges teach etiquettes and social behavior to students?

15. (a) Can a small act of kindness in a selfish world trigger a change in someone's life?

Or

- (b) Can you personify truth or justice and make them tell a story about their struggles in modern society?

Part C

(3 × 10 = 30)

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

16. (a) What are some key values taught in Hinduism, Buddhism, Christianity, Jainism, and Islam?

Or

- (b) A student submits an assignment, but the professor detects significant portions copied from an online Source without proper citation. The student claims they were unaware of the plagiarism policy.

How should the Professor handle the situation?
What ethical values should guide the student's actions?

17. (a) What role can colleges play in encouraging students to follow the ideals of leaders like Dr. Kalam and Mother Teresa?

Or

- (b) How do "Wealth without Work" and "Pleasure without Conscience" impact social values?

18. (a) How and explain about policies like reservations, economic reforms, and welfare schemes helped marginalized Communities?

Or

- (b) Describe about the Bhakti Movement and Its Role in Value Education.
-

C-6505

Sub. Code

91542

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

Fourth Semester

Airline and Airport Management

**PRINCIPLES OF AIRLINE AND AIRPORT
MANAGEMENT**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define aviation.
2. Name two major aircraft manufacturers and discuss their market share in the global airline industry.
3. What is the role of ICAO?
4. What are the functions of IATA?
5. What is Terminal planning?
6. Mention the responsibilities of DGCA.
7. What is the importance of airline terminal management?
8. What is the process of Check in?
9. What are the current trends in the airline industry?
10. What is the purpose of security fees, and how are they assessed at airports?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the contributions of the Wright brothers to the field of aviation.

Or

- (b) Discuss the market potential of the Indian airline industry.

12. (a) Discuss the primary objectives and responsibilities of ICAO.

Or

- (b) Describe the process of airline ticketing and reservations under IATA's framework.

13. (a) Describe the role of air traffic management in airport operations..

Or

- (b) Describe the different types of airport terminals and their characteristics.

14. (a) Describe the roles of airport operations and how they interact with the airline's operational structure.

Or

- (b) What are the primary security measures implemented in airline terminals?

15. (a) Discuss the emerging trends in the airline management.

Or

- (b) Discuss the importance of airport environment regulations.

Part C

(3 × 10 = 30)

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

16. (a) Briefly discuss the role of government regulations in the development of air transportation in the 20th century.

Or

- (b) What is the impact of aircraft manufacturers like Boeing and Airbus on the global airline industry. How do their innovations influence airline operations and passenger experiences?

17. (a) Explain the role of IATA and ICAO in international aviation.

Or

- (b) Briefly discuss the relationship between airlines and airport operators in operational planning.

18. (a) What role do airlines play in advocating for the rights of special passengers at the regulatory level? Explain.

Or

- (b) Explain the emerging trends in Indian airline management with respect to global scenario.
-

C-6508

Sub. Code

91543

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

Fourth Semester

Airline and Airport Management

AIR TRAVEL MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the key components of air travel management?
2. Define market segmentation.
3. List documents required for air travel.
4. State the importance of market strategies.
5. What are the key components of an effective TIM system?
6. State importance of Aircraft codes.
7. State the importance of air transport.
8. List the airfield components.
9. What trends are shaping the future of airline pricing policies?
10. What are the key distribution channels for reaching customers?

Part B

(5 × 5 = 25)

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

11. (a) What are the key roles of land transportation in supporting air travel management?

Or

- (b) List the application of marketing principle to airline industry.

12. (a) What technologies are emerging in fleet and schedule management?

Or

- (b) What impact does fuel management have on cost leadership for airlines?

13. (a) What are the visa requirements for traveling to the United States?

Or

- (b) What is the currency used in Japan and how can travelers exchange money there?

14. (a) Describe the different types of air traffic zones and their characteristics,

Or

- (b) Explain airport planning and development process.

15. (a) Discuss the components of relationship marketing strategy.

Or

- (b) Explain the brand building strategies.

Part C

(3 × 10 = 30)

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

16. (a) How has the air transportation industry evolved over the past decade?

Or

- (b) Briefly explain the elements of marketing mix in marketing.

17. (a) Briefly discuss the product features related to fleet and schedules in airline and airport management services.

Or

- (b) Explain and provide examples of successful TIM (Traffic Impact Management) implementations in the airline industry.

18. (a) What future trends could affect air traffic zones and approach areas? Explain.

Or

- (b) What are the most effective methods for enhancing distribution channel strategies? Explain.
-

C-6511

Sub. Code

91544

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

Fourth Semester

Airline and Airport Management

LOGISTICS AND AIR CARGO MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the objective of inventory management?
2. Why is logistics important in the global economy?
3. What are the advantages and disadvantages of deregulation?
4. How does product packaging impact logistics?
5. What is Total Quality Management (TQM) in the context of logistics?
6. Which document is most critical for international shipping?
7. What are the different types of cargo handling?
8. What are the latest regulations affecting air cargo?
9. What facilities are essential for air cargo handling?
10. What are the key requirements for establishing cargo terminals?

Part B

(5 × 5 = 25)

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

11. (a) Explain the primary components of logistics.

Or

- (b) Discuss the different types of inventory management.

12. (a) Why are transportation and warehousing important in logistics?

Or

- (b) What are the recent trends in material handling in the airport cargo?

13. (a) Explain the significance of documentation in international shipping.

Or

- (b) Provide a overview of Total Quality Management (TQM).

14. (a) On what basis are charges and tariffs determined for air cargo items? Explain.

Or

- (b) Explain air cargo concepts.

15. (a) What is a cargo terminal at an airport? Explain.

Or

- (b) How does an air waybill differ from a shipping bill?

Part C

(3 × 10 = 30)

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

16. (a) Discuss in detail warehouse regulations and deregulation in India.

Or

- (b) What are MRP (Material Requirements Planning) and DRP (Distribution Requirements Planning) in the context of cargo supply chain management?

17. (a) How can logistics performance be improved in cargo operations? Provide an example.

Or

- (b) Describe the pricing structures and charges associated with air cargo in civil aviation. Explain.

18. (a) Provide an overview of the cargo zone at Mumbai International Airport.

Or

- (b) What is the significance of packaging and handling in ensuring cargo security? Explain.
-

C-6512

Sub. Code

91545

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

Fourth Semester

Airline and Airport Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are benefits of relationship marketing?
2. What is customer lifecycle?
3. State the importance of CRM.
4. What is customer divisibility?
5. Define the concept of CRM.
6. What is sales force automation?
7. Define the value chain concept.
8. What is the difference between a benchmark and a metric?
9. Define a prospect database.
10. What is a data warehouse?

Part B

(5 × 5 = 25)

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

11. (a) Write a short note on types of relationship marketing.

Or

- (b) What are the primary goals of relationship marketing?

12. (a) What are the main objectives of CRM?

Or

- (b) Discuss the impact of the internet and social media on CRM.

13. (a) What is the difference between contact management and CRM?

Or

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

14. (a) How is the value chain concept applied in the airline industry?

Or

- (b) Discuss the challenges of benchmarking in a rapidly changing technological environment.

15. (a) What are the best practices for ensuring data accuracy and consistency in a prospect database?

Or

- (b) What are the challenges involved in implementing a data warehouse?

Part C

(3 × 10 = 30)

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

16. (a) Why is it important for businesses to understand the customer life cycle? Explain.

Or

- (b) How has technology influenced the evolution of CRM? Explain.

17. (a) Explain in detail CRM and relationship marketing.

Or

- (b) Explain the importance of understanding the customer ecosystem in the development of a product or service.

18. (a) Explain the role of a vendor evaluation matrix in the vendor selection process.

Or

- (b) Explain the main components of a data warehouse.
-

C-6513

Sub. Code

91546

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

Fourth Semester

Airline and Airport Management

TRAVEL AGENCY OPERATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the role of travel agency?
2. Define ICAO.
3. What are the common reasons for non-compliance among tour operators?
4. What are the primary factors influencing the design of tour packages?
5. How does baggage handling differ for domestic flights compared to international flights?
6. What identification is required for passengers boarding a domestic flight?
7. Define tourism and its various components.
8. How do government regulations impact the growth of the tourism industry?

9. What is OAG?
10. What is the maximum weight allowed for checked baggage in most airlines?

Part B

(5 × 5 = 25)

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

11. (a) What is the significance of IATA accreditation for travel agencies?

Or

- (b) What are the key benefits of TAAI membership for travel agents?

12. (a) What are the key legal obligations of tour operators towards their clients?

Or

- (b) What are the primary functions of tour operators in the airline and airport management sector?

13. (a) What are the key steps involved in the check-in process for domestic flights?

Or

- (b) Discuss the role of security screening at domestic airports.

14. (a) Discuss the differences between domestic and international tourism.

Or

- (b) Discuss the importance of ramp safety.

15. (a) What are the main types of travel documents required for international travel?

Or

- (b) Differentiate weight concept and piece concept luggage.

Part C

(3 × 10 = 30)

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

16. (a) What are the latest trends in airline marketing that TAAI is focusing on? Explain.

Or

- (b) Explain the importance of IATA's geographic information systems for airline route planning.

17. (a) Create a travel brochure for a destination of your choice, including all relevant details.

Or

- (b) Explain the airline operational management in detail.

18. (a) Explain the impact of effective ramp handling on overall passenger satisfaction.

Or

- (b) Briefly discuss a recent change in baggage policies by a major airline and its implications for passengers.
-

C-6516

Sub. Code

91547

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

Fourth Semester

Airline and Airport Management

RETAIL MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is retail management?
2. What is data warehousing?
3. What is corporate chains in retail marketing?
4. State the importance of retail strategy.
5. What is the importance of store design?
6. List the types of layout.
7. State the impact of foreign direct investment in retail.
8. What are the legislation for retailing?
9. What is global retailing?
10. Mention the challenges in global retailing.

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between retailing and wholesaling.

Or

- (b) Discuss the factors influencing retailing.

12. (a) What is the importance of human resource management in retail organizations?

Or

- (b) Discuss the advantages and disadvantages of operating a corporate chain.

13. (a) Discuss the importance of location strategy.

Or

- (b) What are the most common causes of inventory loss in retail?

14. (a) What role did the liberalization of the Indian economy in the 1990s play in shaping the retail sector?

Or

- (b) What is the current size of the retail market in India, and what are the projections for its growth?

15. (a) Discuss the factors affecting the success of a global retailing strategy.

Or

- (b) Discuss the global retail strategy to mitigate threats.

Part C

(3 × 10 = 30)

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

16. (a) Explain database management, and why is it important in retail management.

Or

- (b) Explain the current major trends shaping the retail industry.

17. (a) Briefly explain the classification of retail units.

Or

- (b) Explain the different types of store layouts and their impact on visual merchandising.

18. (a) Explain the evolution of retail market in India.

Or

- (b) Explain the process of strategic planning for global retailing.
-

C-6517

Sub. Code

91551

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

Fifth Semester

Airline and Airport Management

AIRCRAFT MAINTENANCE AND CREW MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Expand MSG.
2. What is the role of an engineer?
3. What is production control?
4. What is the full form of PPC?
5. What are airline libraries?
6. What are the elements of CRM?
7. Explain about unsafe supervision in HFACS.
8. What is the full form of HFACS?
9. What is hangar maintenance?
10. What are the skills needed to train in CRM?

Part B

(5 × 5 = 25)

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

11. (a) What is Reliability and Redesign? Explain in detail.

Or,

- (b) Explain about failure rate pattern in detail.

12. (a) What does PPC handle and mention its functions.

Or

- (b) Explain about airline libraries in detail.

13. (a) What is CRM and explain about the impact of CRM in aviation safety.

Or

- (b) Explain about MRM and CRM training skills.

14. (a) Explain about the Evaluation of CRM skills by the trainer.

Or

- (b) Explain about Computer Program Modules in detail.

15. (a) What are automation and up gradation skills involved in CRM?

Or

- (b) What is a competency profile for CRM?

Part C

(3 × 10 = 30)

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

16. (a) Explain about MSG and its process.

Or

- (b) Explain about the level 1 and level 2 analysis using MSG process.

17. (a) Explain about the organization of PPC and talk about Feedback.

Or

- (b) Explain about how “C” checks are planned out and explain about feedback in PPC.

18. (a) What is Human performance analysis and how is it carried out?

Or

- (b) What are the crew skill requirements to carry out hangar maintenance? What is OFF the aircraft maintenance?
-

C-6518

Sub. Code

91552

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Airline and Airport Management

**AIRLINE MARKETING AND
AVIATION SAFETY MANAGEMENT**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List the application of porter's five forces.
2. Define PESTE analysis.
3. Define marketing promotion.
4. What is the importance of branding for airlines?
5. What role does digital marketing play in improving an airline's financial performance?
6. What are the sources which influencing the cost reduction?
7. What are the common causes of major accidents in the aviation industry?
8. What are the human factors?
9. What are the responsibilities of airport operators?
10. What are the most common causes of aviation accidents?

Part B

(5 × 5 = 25)

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

11. (a) What role do political stability and international relations play in shaping airline marketing campaigns?

Or

- (b) Discuss the key components of an airline marketing strategy.

12. (a) Discuss the various components of relationship marketing strategy.

Or

- (b) What is sales planning, and why is it crucial for airlines?

13. (a) How can airlines achieve cost reduction through effective risk management practices?

Or

- (b) Discuss the most effective pricing models for maximizing profit in the airline industry.

14. (a) What are the most prevalent types of human errors in aviation, and how can they be categorized?

Or

- (b) What is human reliability assessment (HRA) and why is it important in aviation?

15. (a) Discuss the need of maintenance of airport and aircraft.

Or

- (b) Discuss the statistical methods are most effective in analyzing accident data.

Part C

(3 × 10 = 30)

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

16. (a) Explain the importance of marketing strategies in airline business.

Or

- (b) Explain the economic factors and environmental factors with suitable example.

17. (a) Explain the importance of understanding customer needs and preferences in the sales process.

Or

- (b) Explain the problem of local rationales in detail.

18. (a) How have recent technological advancements impacted threat and error management in aviation? Explain.

Or

- (b) Explain the global statistics on aviation disasters over the past decade.
-

C-6519

Sub. Code

91553

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

Fifth Semester

Airline and Airport Management

AIR TRAFFIC CONTROL

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the scope of ATC?
2. Define VFR.
3. Define ATC clearance.
4. Write the types of ATS routes
5. State the objectives of radar services.
6. Define area control service and its primary responsibilities.
7. What is an aerodrome?
8. What factors influence aerodrome reference temperature?
9. What is the role of visual navigation in Air Traffic Services?
10. What is a wind direction indicator?

Part B

(5 × 5 = 25)

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

11. (a) Describe the different parts of air traffic control services.

Or

- (b) Discuss the potential effects of Artificial Intelligence (AI) on air traffic control operations in future.

12. (a) Define RNP and explain its significance in air traffic management.

Or

- (b) Define a significant point in the context of ATS routes.

13. (a) Describe the advantages of using secondary radar over primary radar in ATS.

Or

- (b) Describe how radar performance checks are conducted in ATS.

14. (a) Explain the purpose of the Aerodrome Code in Air Traffic Services (ATS).

Or

- (b) Discuss the key physical characteristics of an aerodrome.

15. (a) What is a Landing Direction Indicator (LDI) and its primary purpose in Air Traffic Services?

Or

- (b) Explain the significance of wind direction information for pilots during takeoff and landing.

Part C

(3 × 10 = 30)

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

16. (a) How do ATC procedures differ between IFR (Instrument Flight Rules) and VFR (Visual Flight Rules)? Explain.

Or

- (b) Explain what types of radar are used in meteorology to support air traffic control.

17. (a) Explain how RNAV enhances flight efficiency and safety.

Or

- (b) Explain the importance of flight information alerting services in maintaining aviation safety.

18. (a) Explain the concept of the Aerodrome Reference Code.

Or

- (b) Explain in detail visual aids for denoting obstacles.
-

C-6520

Sub. Code

91554

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

Fifth Semester

Airline and Airport Management

AIR TRANSPORT IN TOURISM

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the hotel industry.
2. Write any five public sector banks?
3. Define RAMP?
4. What is medical tourism?
5. What is a motel?
6. Mention the currency names of Malaysia and Canada.
7. What are the future trends of tourism?
8. Mention the names of two reputed tourist attractions in India.
9. What is mass tourism?
10. What are the functions of an airport?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the major tourist destinations of India in detail.

Or

- (b) Describe the principles of tourism.

12. (a) Write in detail about world tourism attraction places (any five places).

Or

- (b) Explain air taxi operations.

13. (a) Describe the various types of services provided by IATA.

Or

- (b) Difference between a hotel and resort.

14. (a) Briefly give a note on mass tourism and adventure tourism.

Or

- (b) Explain why is it essential to give training to the travel agent?

15. (a) Explain the activities of people traveling.

Or

- (b) Briefly explain about medical tourism.

Part C

(3 × 10 = 30)

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

16. (a) Explain the important festivals and tourist attractions in India.

Or

- (b) Give a detailed account on the various types of hotels.

17. (a) Define an airport. Explain the various airport handling functions.

Or

- (b) Give a detailed overview of the travel service in India.

18. (a) Explain details about medical tourism in India.

Or

- (b) Critically comment on the statement, "IATA is a not-for-profit, business-driven trade association with a balance of commercial and non-commercial activities".
-

C-6524

Sub. Code

91555

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Airline and Airport Management

**SERVICE MARKETING/PUBLIC RELATIONS IN
AVIATION**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing.
2. What is marketing mix?
3. What are the customer support service?
4. Define Hospitality
5. What are the challenges of PR?
6. What is the purpose of electronic media?
7. What is crisis management in PR?
8. State the importance of communication in crisis management
9. Mention the elements of public relations
10. What is public relation plan?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the elements of a marketing plan.

Or

- (b) Explain the nature of services in marketing.

12. (a) Discuss the types of hospitality service.

Or

- (b) Explain the importance of marketing in the hospitality industry with suitable example.

13. (a) Explain the role of air and airport operators.

Or

- (b) Discuss the types of media handling.

14. (a) Explain the airport crisis.

Or

- (b) Explain the procedure for action taking of airport crisis.

15. (a) Discuss the function and objective of public relation.

Or

- (b) Write the procedure for successful PR of an organization.

Part C

(3 × 10 = 30)

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

16. (a) Explain market segmentation and mention its benefits.

Or

- (b) Write a brief note on positioning and differentiation strategies of hospitality industry.

17. (a) Explain in detail characteristics of a successful PR professional.

Or

- (b) Briefly explain process of public relation.

18. (a) Explain the role of public relation in the airport crisis management.

Or

- (b) Write a brief note on effective public relation strategies in organization.
-

C-6525

Sub. Code

91556

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

Fifth Semester

Airline and Airport Management

CONSUMER BEHAVIOR

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the scope of consumer behavior.
2. Define consumer satisfaction.
3. What is consumer research?
4. Write a short note on consumer perception.
5. List the importance of consumer learning.
6. What are the key principles of behavioral learning theories?
7. Define social class consumer behavior.
8. Why is cross cultural customer behavior important?
9. What is opinion leadership?
10. What are the key stages of the consumer decision-making process?

Part B

(5 × 5 = 25)

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

11. (a) Explain the marketing ethics in consumer behavior.

Or

- (b) How do you retain the customer? Explain.

12. (a) Discuss the process of consumer research.

Or

- (b) What is consumer motivation, and why is it important in understanding consumer behavior?

13. (a) Discuss the factors which influence the effectiveness of consumer learning strategies.

Or

- (b) Discuss the measures of consumer learning.

14. (a) Discuss the measure of social class consumer behavior.

Or

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

15. (a) Explain the role of opinion leadership.

Or

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

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail about marketing ethics in consumer value satisfaction.

Or

- (b) Explain the research methods are commonly used to assess consumer motives.

17. (a) Briefly explain the process of consumer research.

Or

(b) Explain in detail about consumer attitude and strategies adopted for attitude change.

18. (a) Explain the stages of consumer classes life cycle.

Or

(b) Explain the main types of consumer decision-making processes.

C-6526

Sub. Code

91561

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

Sixth Semester

Airline and Airport Management

AIR TRANSPORTATION SAFETY AND SECURITY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Describe the importance of air transportation.
2. What are the primary threats to public transportation systems?
3. What are the causes of terrorism?
4. How have the rival claims to land in Palestine evolved over the past century?
5. List the preventive measure of hijacking in airports.
6. What is the purpose of the Sky Marshal programme?
7. What is the primary purpose of ECAC in European civil aviation?
8. What role does the Transportation Security Administration (TSA) play in airport security?
9. What is microwave holographic imaging?
10. What is the purpose of video security systems?

Part B

(5 × 5 = 25)

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

11. (a) What measures are in place to protect public transportation from cyber threats?

Or

- (b) What is the security screening process at airports?

12. (a) Describe the aviation management on 2010-11.

Or

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

13. (a) Explain the air transportation act 2001.

Or

- (b) What are the primary objectives of airport security programs?

14. (a) Write the difference between ICAO and ECAC in airport security.

Or

- (b) Write a short note on combat terrorism.

15. (a) Discuss the technologies used in airport security scanner.

Or

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

Part C

(3 × 10 = 30)

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

16. (a) What are the primary detection techniques used for passenger screening at airports? Explain.

Or

- (b) Explain the major international collaborations formed to combat terrorism in air transportation post-9/11.

17. (a) What were the primary goals and objectives of the Palestine Liberation Organization during its formation?

Or

(b) Explain the legal consequences of hijacking under public law.

18. (a) Briefly explain the international aviation safety assessment program in airport security.

Or

(b) Explain the effect of technological improvement airport safety and security.

C-6528

Sub. Code

91562

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

Sixth Semester

Airline and Airport Management

AIR REGULATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Discuss the primary objectives of aviation regulations.
2. What is the role of DGCA.
3. What was the primary purpose of the Aircraft Act of 1934?
4. State Tokyo convention act.
5. What is the Air Corporations Act?
6. What is National Airport Authority of India?
7. What are Civil Aviation Requirements?
8. What is the role of the Directorate General of Civil Aviation (DGCA) in formulating CAR?
9. What was the purpose of the Chicago Convention?
10. State the importance of Geneva convention.

Part B

(5 × 5 = 25)

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

11. (a) Describe the organizational structure of DGCA.
Or
(b) Discuss the limitations of DGCA.
12. (a) Define the scope and application of the Aircraft Rules, 1994.
Or
(b) Describe anti- hijacking act 1982.
13. (a) Explain section 4 in the air corporation act 1994.
Or
(b) Explain the section 27 in air corporation act 1953.
14. (a) What are the roles and responsibilities of airline operators regarding security as per CAR Section 5?
Or
(b) Describe aerodrome standard under CAR section 4.
15. (a) What are the key international conventions governing civil aviation, and how do they impact aircraft rules?
Or
(b) Describe the impact of the Tokyo Convention on international air transport.

Part C

(3 × 10 = 30)

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

16. (a) Explain the primary functions of the DGCA in regulating civil aviation in a country.
Or
(b) Explain the importance of national legislation in shaping aviation safety and security standards.

17. (a) Explain the regulatory framework established by the Aircraft Act, 1972 for civil aviation in India.

Or

(b) What does the air corporations (transfer of undertakings and repeal) act, 1994 (13 of 1994) say? Explain.

18. (a) Explain civil aviation requirements of section 6 and 7.

Or

(b) Discuss in detail about significance of the Chicago Convention of 1944 in establishing international aviation standards.

C-6529

Sub. Code

91563

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

Sixth Semester

Airline and Airport Management

AIRLINE AND AIRPORT MARKETING MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define marketing.
2. What are the primary types of air freight services offered by airlines?
3. What is marketing strategy?
4. State the importance product analysis.
5. What is the role of travel agency?
6. What factors should airlines consider when selecting distribution partners in the air freight market?
7. What is the role of airport enterprise?
8. What are the primary ways in which airport enterprises contribute to the local and national economy?
9. Define the philosophy of commercial airports.
10. Define consulting services.

Part B

(5 × 5 = 25)

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

11. (a) Define marketing communication and its significance.

Or

- (b) Discuss the importance of targeted advertising in reaching specific customer segments in the aviation market.

12. (a) What are fleet schedules, and why are they crucial for airline operations?

Or

- (b) Discuss the application of Michel porter's five factors.

13. (a) Describe the various pricing strategies used by airlines in revenue management.

Or

- (b) Discuss the importance of effective distribution channel strategies for airlines.

14. (a) Define airport governance and explain its importance.

Or

- (b) Discuss the evolution of airport marketing.

15. (a) Describe the role of airports in facilitating logistics services for airlines.

Or

- (b) Discuss the role of BAA in facilitating ground services and airport operations.

Part C

(3 × 10 = 30)

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

16. (a) Explain the key differences between airline marketing and airport marketing.

Or

- (b) Discuss in detail about the importance of regularly conducting PESTE analyses in airline and airport marketing management.

17. (a) Explain cost leadership and its significance in the airline and airport industry.

Or

- (b) Explain the relationship between pricing policy and revenue management in airlines.

18. (a) Explain the evolution of airport ownership and management models from public to private.

Or

- (b) Explain the importance of logistics and transportation services for conference attendees.
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C-6530

Sub. Code

91564

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

Sixth Semester

Airline and Airport Management

AIRCRAFT MAINTENANCE MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define reliability in the context of aircraft maintenance management.
2. Define maintenance intervals.
3. Define airline-generated documents.
4. What are the primary types of documents generated by airlines for aircraft maintenance management?
5. What are the key objectives of production planning in aircraft maintenance?
6. What is technical publication?
7. Define the role of a Maintenance Control Center (MCC) in aircraft maintenance management.
8. List out the hamper maintenance activities.

9. What are the key components of a quality assurance program in aircraft maintenance?
10. Define the importance of accident and injury reporting in aircraft maintenance.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the importance of maintenance in ensuring the safety and reliability of aircraft operations.

Or

- (b) What are the primary objectives of establishing a Maintenance Steering Group in aviation?

12. (a) Describe the structure of the ATA 100 specification and its relevance to aircraft maintenance.

Or

- (b) Discuss the roles and responsibilities of maintenance personnel in an aircraft maintenance organization.

13. (a) Describe the steps involved in the production planning process for aircraft maintenance.

Or

- (b) Explain the functions of technical publication.

14. (a) Explain the role of hands-on experience in developing maintenance crew skills.

Or

- (b) What are the different types of maintenance shops found in an aircraft maintenance facility?

15. (a) Describe the process of conducting a quality audit in an aircraft maintenance.

Or

- (b) Describe the steps involved in conducting an internal audit for ISO 9000 compliance in aircraft maintenance.

Part C

(3 × 10 = 30)

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

16. (a) Discuss the various types of aircraft maintenance. Explain.

Or

- (b) Explain in detail about task oriented maintenance.

17. (a) Explain the importance of documentation and record-keeping in aircraft maintenance management.

Or

- (b) Explain the importance of forecasting in aircraft maintenance management.

18. (a) Explain the role of line maintenance in ensuring aircraft safety and reliability.

Or

- (b) Explain the role of quality control and quality assurance in ensuring aircraft safety and reliability.
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C-6531

Sub. Code

91565

B.B.A. DEGREE EXAMINATION, NOVEMBER 2025

Sixth Semester

Airline and Airport Management

AVIATION RESOURCE MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the role of CRM?
2. What is meant by CRM?
3. What is meant by communication?
4. How to evaluate the Job performance of flight attendant?
5. What is meant by work life balance?
6. What is meant by Air ambulance service?
7. Why is the pilot selection process highly rough?
8. Discuss about human factors in aviation safety.
9. What you do mean by structure of aviation?
10. What are the key components of aviation operational information?

Part B

(5 × 5 = 25)

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

11. (a) Analyze a case study where cultural factors contributed to an aviation accident.

Or

- (b) How can small aviation operators implement effective CRM programs despite limited resources?

12. (a) What challenges can arise due to miscommunication?

Or

- (b) How does work-life balance affect flight attendants' job performance?

13. (a) What are the primary roles and responsibilities of air ambulance crew members?

Or

- (b) What are the key responsibilities of flight attendants in ensuring both passenger comfort and safety?

14. (a) Write the emergency procedure of CRM.

Or

- (b) What are the qualities of effective and performing of airline pilots?

15. (a) How will advancements in technology shape the future of aviation operational information?

Or

- (b) What impact will next-generation air traffic management systems?

Part C

(3 × 10 = 30)

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

16. (a) Discuss the evolution of Crew Resource Management (CRM) and its role in improving aviation safety.

Or

- (b) How do airline management practices influence flight attendants' morale and their ability to perform their duties effectively?

17. (a) How do stress and fatigue impact the performance of flight attendants, and what strategies can airlines implement to reduce these risks?

Or

- (b) Why is effective communication between pilots and air traffic controllers crucial for flight safety?

18. (a) Discuss the potential impact of artificial intelligence on the future of aviation operational information.

Or

- (b) What are the advantages and limitations of automation in aviation, and how does it impact pilot performance?
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