

C-8334

Sub. Code

84311

DIPLOMA EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

AIRLINE AND AIRPORT MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Indian aviation market size is estimated at _____
(a) 13.89 million USD (b) 20 million USD
(c) 30 million USD (d) all
2. "Strength of aviation industry in India in 2023 _____
(a) International airports
(b) Limited international airports
(c) 100 domestic and private airports
(d) All
3. Open sky policy introduced in India _____
(a) 1990 (b) 1985
(c) 1995 (d) all

4. The work of BCAS _____ laying down security of flight.
- (a) standard (b) measures
(c) regular (d) all
5. Plan safe from birds _____
- (a) collision with
(b) bird that enters an engine
(c) wind shield
(d) all
6. 'Airport signs have a _____
- (a) white background with red lettering
(b) red background with white lettering
(c) black background with white lettering
(d) all
7. When to put a luggage tag _____
- (a) attached to the hands of bag
(b) strap of bag
(c) with boarding pass
(d) all
8. Purpose of transit flight _____
- (a) refueling
(b) passenger and cargo handling
(c) crew changes
(d) all

9. TC1 refers to _____
- (a) Western hemisphere
 - (b) Eastern hemisphere
 - (c) American continent
 - (d) All
10. IATA has over _____ Offices over the world
- (a) 40
 - (b) 50
 - (c) 20
 - (d) all

Part B

(5 × 5 = 25)

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

11. (a) What do you understand the size of Indian aviation industry?
- Or
- (b) Explain the weakness of the aircraft industry with example.
12. (a) List out the types of bilateral agreement.
- Or
- (b) Write the mission of BCAS.
13. (a) What do you understand the runway configuration?
- Or
- (b) Write short note on types of runways.
14. (a) Write the note on checked luggage.
- Or
- (b) What is the procedure for getting boarding pass?

15. (a) Write short note on IATA tariff conference areas

Or

(b) What are the important documents required for international flight?

Part C

(5 × 8 = 40)

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

16. (a) Discuss about the history of air transportation in the world.

Or

(b) What are the strength of aviation industry in India?

17. (a) Briefly describe how ICAO works.

Or

(b) Explain about the bilateral agreement types.

18. (a) Explain the airport lighting system.

Or

(b) Discuss about the airport bird hazard management.

19. (a) Discuss about the commercial air tour.

Or

(b) Write down the typical duties of travel agent.

20. (a) Discuss about the guidelines for cleaning of human remain in import.

Or

(b) List out the contents of embarkation form in detail.

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84313

DIPLOMA EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

AIR CARGO MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. International air freight is always taxable at _____
(a) 18% (b) 15%
(c) 20% (d) all
2. Air freight calculation composed of _____.
(a) air freight (b) surcharges
(c) custom (d) all
3. Special cargo items including, due to their _____.
(a) Nature (b) Weight
(c) Dimensions (d) All
4. RFC (ready for carriages), the goods are _____.
(a) correctly packed (b) labelled
(c) customs cleared (d) all

5. Cargo insurance covers many of the risks associated with tracking of goods by _____.
- (a) air (b) sea
(c) road (d) all
6. Air cargo security compliance with regulation to ensure _____.
- (a) cargo screening
(b) known contingent program
(c) charges of custody
(d) all
7. Cargo needing special attention for _____.
- (a) hanging meat (b) livestock
(c) organized load (d) all
8. Aft cargo connect _____.
- (a) manufacturer (b) supplier
(c) consumer (d) all
9. A no of limitations are imposed on which are allowed to transport by air _____.
- (a) special cargo (b) perishable cargo
(c) normal (d) dangerous cargo
10. Aerosol, Non-inflammable containing toxic gas refer to division of _____.
- (a) toxic
(b) non-toxic
(c) non-inflammable
(d) all

Part B

(5 × 5 = 25)

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

11. (a) Write short note on vulnerable weight and its calculation.

Or

- (b) What are the elements affecting air cargo tariff?

12. (a) Write the main types of special cargo.

Or

- (b) Which cargos are perishable?

13. (a) Write short note on bill of lading and its importance.

Or

- (b) Discuss about the export declaration.

14. (a) Write short note on cargo plan.

Or

- (b) How air cargo is handled?

15. (a) Write short note on responsible for forwarding the dangerous goods.

Or

- (b) What is class-3 flammable goods?

Part C

(5 × 8 = 40)

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

16. (a) Discuss about the freight pricing model concepts.

Or

- (b) Explain the principles on air cargo to guide a global approach.

17. (a) Discuss about the drugs transportation regulation and the risks involved in that?

Or

- (b) What are the documents required for international transfer of human remains?

18. (a) List out the functions of AWB and its features.

Or

- (b) List out the documentation required for air cargo.

19. (a) What are the sections of dangerous goods regulations?

Or

- (b) List out the standard system for identification of the HG for emergency response.

20. (a) List out the importance of ramp services in cargo.

Or

- (b) List out the types of air cargo.

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Sub. Code

84321

DIPLOMA EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

CUSTOMER RELATIONSHIP DEVELOPMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Customer Relationship Management is about
 - (a) Acquiring the right customer
 - (b) Instituting the best processes
 - (c) Motivating employees
 - (d) All of the above

2. How can CRM systems assist with sales processes?
 - (a) By reducing the number of leads generated
 - (b) By automating lead generation entirely
 - (c) By tracking leads, opportunities, and forecasting sales
 - (d) By eliminating the need for sales representatives

3. Customer managed relationship
 - (a) Data mining
 - (b) Permission marketing
 - (c) One-to-one marketing
 - (d) Batch processing

4. A consumer buying behavior is influenced by
 - (a) Cultural and social factors
 - (b) Personal factors
 - (c) Both (a) and (b)
 - (d) None of the above

5. Which CRM feature helps manage and track potential customers throughout the sales process?
 - (a) Lead management
 - (b) Inventory management
 - (c) Financial reporting
 - (d) Supply chain management

6. What is a key advantage of using CRM in e-commerce?
 - (a) Increased shipping costs
 - (b) Reduced customer data accuracy
 - (c) Limited online presence
 - (d) Enhanced ability to track and analyze customer interactions and behaviors

7. Which tool is commonly used for analyzing customer data?
- (a) Customer Relationship Management (CRM) software
 - (b) Inventory management system
 - (c) Financial accounting software
 - (d) Email marketing platform
8. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.
- (a) Data mining
 - (b) Data survey
 - (c) CRM
 - (d) None of the above
9. Which CRM feature is essential for managing customer interactions effectively?
- (a) Inventory management
 - (b) Automated email responses
 - (c) Real-time data analytics
 - (d) Social media management
10. The tools of technology are Information Technology and Knowledge Management.
- (a) True
 - (b) False

Part B

(5 × 5 = 25)

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

11. (a) Describe the techniques of building customer relationships.

Or

- (b) Explain how the factors help in building long-term customer relationships.

12. (a) Explain need for bonding with the customers.

Or

- (b) Describe the integration of CRM systems with call centers, support channels, and feedback mechanisms.

13. (a) Describe the sales force automation process.

Or

- (b) Discuss about marketing retrospective.

14. (a) What is data warehousing in CRM?

Or

- (b) Discuss about the importance of Data mining for CRM.

15. (a) List out the strategies adopted to retain customers.

Or

- (b) Discuss the key steps involved in choosing CRM tools.

Part C

(5 × 8 = 40)

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

16. (a) Explain the role of information technology in CRM.

Or

- (b) Explore the strategies for acquiring customers in CRM.

17. (a) Explain the key principles and techniques for effectively identifying and promoting additional products or services to existing customers.

Or

- (b) What is the product market? Explain the five steps in the CRM process?

18. (a) Explain the framework of customer relationship management.

Or

- (b) Explain in detail about CRM implementation road map.

19. (a) Discuss the methodology, algorithms of market basket analysis (MBA) in detail.

Or

- (b) Explain the steps involving in data analysis.

20. (a) Explain about the market automation and its benefits in detail.

Or

(b) Discuss the factors that should be considered during the selection process.

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Sub. Code

84323

DIPLOMA EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

TOURISM BUSINESS MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which component is essential for tourism to thrive?
 - (a) Attractions
 - (b) Heavy regulation
 - (c) Limited accessibility
 - (d) Moderate travel costs

2. What is a key concept in Indian tourism?
 - (a) Cultural heritage and historical sites
 - (b) High-end luxury resorts only
 - (c) Urban-centered tourism
 - (d) Primarily adventure tourism

3. Which level of tourism planning involves policy-making and coordination across various sectors?
 - (a) Local level
 - (b) National level
 - (c) Regional level
 - (d) International level

4. Which factor is least likely to influence tourism policy decisions?
 - (a) Social and cultural factors
 - (b) Economic trends
 - (c) Infrastructure development
 - (d) Local weather conditions

5. What does latitude measure?
 - (a) Distance north or south of the Equator
 - (b) Distance east or west of the Prime Meridian
 - (c) Altitude above sea level
 - (d) Longitude of a location

6. Which of the following is a sub-area as per IATA's travel geography classification?
 - (a) Sub-Saharan Africa
 - (b) Northern America
 - (c) Central Asia
 - (d) Western Europe

7. Which type of accommodation is typically found in a resort?
 - (a) Hostel
 - (b) Villa
 - (c) Motel
 - (d) Guesthouse

8. Which of the following is considered a type of hotel room?
 - (a) Suite
 - (b) Office room
 - (c) Meeting room
 - (d) Storage room

9. What is a benefit of IATA accreditation for a travel agency?
 - (a) Guaranteed access to hotel room inventories
 - (b) Free advertising in travel magazines
 - (c) Access to global airline booking systems and credibility with clients
 - (d) Exclusive rights to organize tours

10. What is essential for a new travel agency to succeed?
 - (a) High investment in office equipment
 - (b) Large office space
 - (c) A diverse range of travel brochures
 - (d) A clear business plan and marketing strategy

Part B

(5 × 5 = 25)

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

11. (a) What are the basic components of tourism?
Or
(b) Write about the IATA's function.
12. (a) What are the factors influencing tourism policy?
Or
(b) What is the importance of sustainable tourism development?
13. (a) What is the impact of weather and climate on tourist destinations?
Or
(b) How the three letter City/Airport codes and two letter Airline codes formed by IATA?
14. (a) What are the characteristics of the hospitality industry?
Or
(b) Explain about the hotel hierarchy.
15. (a) Explain about the sources of earning of the travel agency.
Or
(b) What are the government rules for getting approval for setting up a travel agency?

Part C

(5 × 8 = 40)

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

16. (a) Explain about the following and its functions
(i) PATA
(ii) WTO.
Or
(b) Write in detail about the growth and development of tourism in India.

17. (a) What are the levels in tourism planning? Write a short note about each level.

Or

(b) Explain in detail about tourism areas and zones identified by the ministry of tourism.

18. (a) Explain in detail about the climate and vegetation of the Europe and Africa.

Or

(b) Write a short note on following:

(i) Calculation of local time

(ii) Calculation of flying time

(iii) Daylight saving time.

19. (a) What are the factors affecting the price of the accommodation with case study?

Or

(b) What are types of hotels? Write a short note to each type.

20. (a) What are the rules and regulations and regulations set by IATA for setting up travel agency.

Or

(b) Write in detail about the history and growth of travel agency business.
