

C-8225

Sub. Code

92011

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

MANAGEMENT PRACTICES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Management is considered both:
 - (a) An art and a skill
 - (b) A science and an art
 - (c) A profession and a hobby
 - (d) None of the above
2. The basis of global management includes:
 - (a) Only technical skills
 - (b) Understanding international markets and adapting to them
 - (c) Ignoring cultural differences
 - (d) Only financial knowledge
3. The main purpose of planning is to:
 - (a) Avoid decision-making
 - (b) Ensure consistency in achieving objectives
 - (c) Reduce management involvement
 - (d) Replace organizational structure

4. Policies in planning act as:
 - (a) Guidelines for action and decision-making
 - (b) Restrictive measures
 - (c) Financial constraints
 - (d) A way to minimize creativity

5. Which of the following is NOT part of an organizational structure?
 - (a) Decentralization
 - (b) Departmentation
 - (c) Line and staff authority
 - (d) Preventive control

6. Organizational culture emphasizes:
 - (a) Rules only
 - (b) Shared values and beliefs
 - (c) Productivity alone
 - (d) Leadership styles

7. Coordination in management integrates:
 - (a) Planning and controlling only
 - (b) Human efforts and resources toward achieving common goals
 - (c) Marketing strategies
 - (d) Only decision-making

8. Committees in decision-making are used to:
 - (a) Share responsibility among members
 - (b) Delay critical decisions
 - (c) Avoid conflicts
 - (d) Create informal networks

9. Global controlling addresses:
- (a) Domestic issues only
 - (b) Challenges and risks in international operations
 - (c) Financial budgets only
 - (d) Avoidance of global expansion
10. JIT in management aims to:
- (a) Deliver materials just before they are needed
 - (b) Store excess inventory
 - (c) Delay production schedules
 - (d) Focus on employee welfare

Part B

(5 × 5 = 25)

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

11. (a) Discuss the importance of ethics in management.
- Or
- (b) Describe the evolution of management as a theory and practice.
12. (a) Explain decision-making as a key aspect of planning.
- Or
- (b) Write a short note on strategies and objectives in global planning.
13. (a) What is decentralization? Highlight its advantages in management.
- Or
- (b) Discuss the role of departmentation in organizational structure.
14. (a) Explain the role of communication in coordination and leadership.
- Or
- (b) Write a short note on committees in group decision-making.

15. (a) Describe the features of productivity and operations management.

Or

- (b) Discuss TQM and its relevance to emerging management practices.

Part C

(5 × 8 = 40)

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

16. (a) Elaborate on the external environment and its impact on management.

Or

- (b) Describe the global and comparative aspects of management with examples.

17. (a) Discuss the nature and purpose of planning in detail with real-world examples.

Or

- (b) Elaborate on the premises and challenges involved in global planning.

18. (a) Explain the concept of organizational culture and its role in effective organizing.

Or

- (b) Discuss the differences between line and staff authority with suitable examples.

19. (a) Analyze the human factors and motivation involved in effective coordination.

Or

- (b) Elaborate on the significance of global leadership in achieving organizational goals.

20. (a) Explain control techniques and their relevance in global controlling.

Or

- (b) Discuss Six Sigma, JIT and other emerging practices in management.

C-8226

Sub. Code

92012

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

ORGANIZATIONAL BEHAVIOUR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The study of Organizational Behaviour helps in understanding:
 - (a) Accounting systems
 - (b) The interaction between individuals, groups, and organizations
 - (c) Marketing strategies
 - (d) Financial projections
2. Personality is shaped by:
 - (a) Genetics and Environment
 - (b) Organizational rules
 - (c) Financial incentives
 - (d) Government regulations
3. Attitudes in the workplace are determined by:
 - (a) Employee salaries
 - (b) Beliefs, feelings, and behavioural tendencies
 - (c) Managerial hierarchy
 - (d) Customer feedback

4. Perception errors can lead to:
 - (a) Improved decision-making
 - (b) Better communication
 - (c) Higher productivity
 - (d) Bias-and-faulty judgment
5. Stress management techniques include:
 - (a) Ignoring problems
 - (b) Meditation, Exercise, and Time management
 - (c) Increasing workload
 - (d) Avoiding team collaboration
6. Group behaviour affects team performance through:
 - (a) Communication trust and collaboration
 - (b) Leadership only
 - (c) Avoiding conflicts
 - (d) Only assigning tasks
7. Resistance to change is caused by:
 - (a) Lack of training and awareness
 - (b) Enthusiasm for new policies
 - (c) Increased team motivation
 - (d) A strong corporate culture
8. Ethical issues in organizational culture focus on:
 - (a) Profit maximization only
 - (b) Employee welfare, fairness, and accountability
 - (c) Following government regulations
 - (d) Avoiding innovation
9. Heterogeneity in national culture refers to:
 - (a) Differences in cultural practices and behaviours across regions
 - (b) Similarities in working styles
 - (c) Standardization of cultural norms
 - (d) None of the above

10. Diversity in the workplace promotes:
- (a) Conflict and challenges
 - (b) Innovation, creativity, and inclusiveness
 - (c) Homogeneous work environments
 - (d) Limitation of minority growth

Part B

(5 × 5 = 25)

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

11. (a) What are the contributing disciplines to Organizational Behaviour?

Or

- (b) Explain the scope of Organizational Behaviour in modern management.

12. (a) Explain the role of perception in decision-making.

Or

- (b) What is the importance of attitudes in influencing employee behaviour?

13. (a) Describe the levels of conflict management with examples.

Or

- (b) List and explain any two conflict resolution strategies.

14. (a) What are the ethical issues commonly faced in organizational culture?

Or

- (b) How does organizational politics affect decision-making?

15. (a) Define 'heterogeneity in national culture' and explain its significance in global business.

Or

- (b) What are the challenges faced in global workforce diversity management?

Part C

(5 × 8 = 40)

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

16. (a) Explain the importance of Emotional Intelligence (EI) in managerial roles. Provide examples of how it can improve workplace performance.

Or

- (b) Analyze how attitudes and values influence workplace behaviour.

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

Or

- (b) How do personal factors and personality affect stress levels at work?

18. (a) Discuss how team dynamics influence decision-making in organizations.

Or

- (b) Explain the foundation of group behaviour and its role in team development.

19. (a) Describe how resistance to change can be minimized in organizations.

Or

- (b) Explain impression management and its impact on organizational behaviour.

20. (a) Discuss the importance of managing cultural diversity in global organizations.

Or

- (b) How can organizations achieve cultural homogeneity across international teams?

C-8227

Sub. Code

92013

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

PRINCIPLES OF AVIATION MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary benefit of air transport for international trade?
 - (a) Low cost
 - (b) Speed
 - (c) Accessibility
 - (d) Infrastructure

2. Which department is responsible for the core operation of an airline?
 - (a) Line department
 - (b) Staff department
 - (c) Finance department
 - (d) Marketing department

3. What does the Open Sky policy primarily promote?
 - (a) Monopoly in aviation
 - (b) Increased regulation
 - (c) Freedom of competition
 - (d) Higher taxes on airlines

4. What does ATC stand for in airspace management?
 - (a) Aviation Traffic Control
 - (b) Air Terminal control
 - (c) Airline Technical Crew
 - (d) Air Traffic control
5. What is the primary function of Fixed Base Operators (FBOs)?
 - (a) Manage airline routes
 - (b) Provide services to general aviation
 - (c) Operate air traffic control towers
 - (d) Handle international trade operations
6. Which phase of flight involves take-off?
 - (a) Taxiing
 - (b) Enroute
 - (c) Terminal
 - (d) Departure
7. What is the primary purpose of baggage screening?
 - (a) Reduce airport congestion
 - (b) Prevent dangerous goods from boarding
 - (c) Improve customer satisfaction
 - (d) Ensure quick boarding
8. Which factor affects airport scale and size the most?
 - (a) Number of terminals
 - (b) Length of taxiways
 - (c) Volume of passengers
 - (d) Airport pricing policies
9. What is the significance of air freedom rights?
 - (a) They promote competition among airports.
 - (b) They allow airlines to operate freely across borders.
 - (c) They regulate airport pricing.
 - (d) They ensure passenger safety.

10. What does slot trading refer to?
- (a) Buying and selling flight time slots
 - (b) Allocating seats on a flight
 - (c) Managing airport terminals
 - (d) Distributing staff for airline operations

Part B

(5 × 5 = 25)

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

11. (a) Explain the economic benefits of air transport.
- Or
- (b) Discuss the functions of airline staff departments.
12. (a) Describe the Open Sky policy and its impact on international aviation.
- Or
- (b) Explain the factors influencing airport capacity and scale
13. (a) Outline the principles of good regulatory practices in aviation.
- Or
- (b) What are the key aspects of passenger and baggage screening?
14. (a) Define general aviation and explain its uses in modern aviation.
- Or
- (b) Describe the functions of Fixed Base Operators (FBOs).
15. (a) Discuss the phases of flight and their significance in airspace management.
- Or
- (b) What are the causes and objectives of airport privatization in India?

Part C

(5 × 8 = 40)

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

16. (a) Explain the growth of the aviation industry and its impact on international trade.

Or

- (b) Discuss the benefits of air transport for travel and tourism.

17. (a) Analyze the factors influencing airport scale, size, and capacity.

Or

- (b) Explain the significance of terminal management and apron management.

18. (a) Discuss the importance of regulatory management and its impact on airport safety.

Or

- (b) Describe the techniques used for identifying risks and threats in airports.

19. (a) Describe the markets for general aviation and the functions of Fixed Base Operators (FBOs).

Or

- (b) Explain the uses of general aviation in business and industrial flying.

20. (a) Evaluate the challenges of air traffic control and airport congestion in managing airspace.

Or

- (b) Discuss the objectives, causes, and models of airport privatization.

C-8228

Sub. Code

92014

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

AIRPORT ECONOMICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the role of transport economics in aviation?
 - (a) Environmental sustainability
 - (b) Infrastructure planning
 - (c) Maximizing passenger traffic
 - (d) Operational safety
2. Which factor is most likely to cause airfield congestion?
 - (a) Inadequate terminal space
 - (b) Overloaded air traffic slots
 - (c) Reduced flight frequency
 - (d) Effective runway allocation
3. What is the primary goal of airport strategic direction methods?
 - (a) Enhancing ticket sales
 - (b) Reducing operational costs
 - (c) Strengthening airline partnerships
 - (d) Increasing passenger inflow

4. What is an example of non-aeronautical revenue?
 - (a) Passenger ticketing fees
 - (b) Laundering charges
 - (c) Retail shop rents
 - (d) Fuel surcharges

5. Which performance measure is critical for assessing customer satisfaction?
 - (a) Delayed flight statistics
 - (b) Terminal cleanliness ratings
 - (c) Financial profitability
 - (d) Passenger handling time

6. What principle drives compensatory airport pricing?
 - (a) Profit maximization
 - (b) Cost recovery
 - (c) Customer satisfaction
 - (d) Infrastructure utilization

7. Which is a primary objective of airport privatization?
 - (a) Increasing operational delays
 - (b) Reducing foreign investments
 - (c) Ensuring operational efficiency
 - (d) Standardizing public funding

8. What does slot allocation primarily manage?
 - (a) Terminal access
 - (b) Air traffic delays
 - (c) Runway availability
 - (d) Airline ticket sales

9. Which country is known for innovative regulatory frameworks in airports?
- (a) USA (b) Australia
(c) China (d) Britain
10. What is a key characteristic of a Public Private partnership model?
- (a) Exclusive government funding
(b) Collaboration between public and private sectors
(c) Reduced infrastructure investments
(d) Standardized service fees

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of consumer behaviour in aviation economics.
- Or
- (b) Discuss the impact of infrastructure on airport development.
12. (a) What are the factors affecting passenger flows at airports?
- Or
- (b) Describe the measures to reduce financial losses caused by air traffic delays.
13. (a) Discuss the hub-and-spoke model in airport strategies.
- Or
- (b) Explain the goals and significance of airport finance.
14. (a) What factors influence airport pricing strategies?
- Or
- (b) Discuss the components of the airport business plan and budget.

15. (a) Explain the need for alternative regulatory mechanisms in airport operations.

Or

- (b) Discuss the objectives and forms of airport privatization.

Part C

(5 × 8 = 40)

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

16. (a) Describe the role and importance of airport economics in the aviation industry.

Or

- (b) Discuss the historical evolution and categories of airports.

17. (a) What are the factors impeding airfield operational capacity?

Or

- (b) Explain the concept and importance of slot markets.

18. (a) Analyze the revenue sources of airports, including non-aeronautical revenues.

Or

- (b) Discuss the goals and implementation of airport business activities.

19. (a) How do performance measures enhance customer satisfaction at airports?

Or

- (b) Explain the methods used to measure and maintain airport service quality.

20. (a) Compare airport ownership models in India and the USA.

Or

- (b) Discuss case studies on airport privatization and regulatory mechanisms in Britain.

C-8229

Sub. Code

92015A

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

AIRLINE FINANCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which financial statement shows the financial position of a company at a point in time?
 - (a) Income Statement
 - (b) Balance Sheet
 - (c) Cash Flow Statement
 - (d) Statement of Retained Earnings

2. Which one is not a financial ratio?
 - (a) Liquidity ratio
 - (b) Profitability ratio
 - (c) Activity ratio
 - (d) Leasing ratio

3. Debentures are classified as:
 - (a) Equity capital
 - (b) Preference capital
 - (c) Debt capital
 - (d) Deferred capital

4. Term loan is a type of:
 - (a) Short-term fund
 - (b) Equity investment
 - (c) Long-term fund
 - (d) Venture capital

Part B

(5 × 5 = 25)

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

11. (a) Explain the meaning and methods of time value of money.

Or

- (b) What are the functions of financial planning in the aviation sector?

12. (a) Write a short note on working capital and its financing.

Or

- (b) Explain the role of commercial papers and trade credit in short-term finance.

13. (a) Explain the different types of budgets used in airline finance.

Or

- (b) Write a note on budgetary control and its significance in financial planning.

14. (a) Describe the rating process followed by international credit agencies.

Or

- (b) Discuss the role of aircraft securitization in finance.

15. (a) Discuss the concept and methods of valuing mergers and acquisitions.

Or

- (b) Explain the methods of evaluating investment proposals.

Part C

(5 × 8 = 40)

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

16. (a) Explain the components of financial statements and their significance in analyzing airline health.

Or

- (b) Discuss the role of financial ratios in assessing performance.

17. (a) Discuss the various types and features of aircraft leasing with suitable examples.

Or

- (b) Write an essay on lease vs. hire purchase with advantages and limitations.

18. (a) Evaluate different methods of raising capital for airline companies.

Or

- (b) Explain the importance of equity capital and debentures in long-term financing

19. (a) Describe the step-by-step process involved in evaluating investment proposals.

Or

- (b) Write about different types of risks associated with airline investment decisions.

20. (a) Examine the impact of fuel exposure to exchange fluctuation and suggest risk management strategies.

Or

- (b) Discuss the structure and functions of foreign exchange markets

C-8230

Sub. Code

92015B

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline Airport Management

STATISTICAL METHODS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not a measure of dispersion?
 - (a) Range
 - (b) Variance
 - (c) Coefficient of Variation
 - (d) Median
2. Data can be classified into:
 - (a) Continuous and discrete
 - (b) Primary and secondary
 - (c) Quantitative and qualitative
 - (d) All of the above
3. Correlation measures the relationship between:
 - (a) Two or more variables
 - (b) Independent and dependent variables
 - (c) probability distributions
 - (d) Frequency distributions

4. Regression analysis is used to:
 - (a) Predict the value of one variable based on another
 - (b) Measure the central tendency
 - (c) Test hypotheses
 - (d) Analyze time series trends
5. The multiplication rule of probability applies to:
 - (a) Mutually exclusive events
 - (b) Independent events
 - (c) Continuous distributions
 - (d) Dependent events
6. The Fisher's Ideal Index is known as:
 - (a) The simple aggregative method
 - (b) The weighted geometric mean of indices
 - (c) A time series trend analysis tool
 - (d) A measure of dispersion
7. Marshall Edgeworth Index is used for:
 - (a) Time series analysis
 - (b) Calculating cost of living indices
 - (c) Measuring central tendency
 - (d) Solving probability problems
8. A time series includes:
 - (a) Trend
 - (b) Seasonal variations
 - (c) Cyclical and irregular variations
 - (d) All of the above
9. The power of a hypothesis test refers to:
 - (a) The probability of rejecting a false null hypothesis
 - (b) The probability of accepting a false null hypothesis
 - (c) Type I error rate
 - (d) The level of significance

10. Chi-square tests are most suitable for:
- (a) Continuous data
 - (b) Comparing categorical data
 - (c) Measuring trends
 - (d) Analyzing regression

Part B

(5 × 5 = 25)

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

11. (a) Define and explain the classification of data.
- Or
- (b) What are the diagrammatic methods of presenting data?
12. (a) How do you calculate the mean for grouped and ungrouped data?
- Or
- (b) Explain the concept of regression in business applications.
13. (a) Differentiate between Binomial and Normal probability distributions.
- Or
- (b) What are the steps in solving business application problems using probability?
14. (a) Explain the concept of Consumers Price Index.
- Or
- (b) Write short notes on Marshall Edgeworth and Fisher's Ideal Index methods.
15. (a) Explain the difference between single-tailed and two-tailed tests.
- Or
- (b) Discuss the application of Chi-square tests in hypothesis testing.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the role of statistics in business decision-making.

Or

- (b) Explain the methods of organizing and planning a statistical survey.

17. (a) Define measures of dispersion. Explain their importance with examples.

Or

- (b) Discuss correlation and its significance in analyzing business data.

18. (a) What is probability? Explain the concept with examples.

Or

- (b) Discuss the expected value concept with reference to theoretical probability distributions.

19. (a) What are index numbers? Explain the methods for constructing them.

Or

- (b) Compare and contrast Paasche's and Laspeyres methods with examples.

20. (a) Discuss the errors in hypothesis testing and their impact.

Or

- (b) Explain the steps and significance of hypothesis testing in business research.

C-8231

Sub. Code

92016A

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline & Airport Management

EXECUTIVE COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Communication becomes effective when it is:
(a) Complicated (b) Simple and clear
(c) Ambiguous (d) Complex
2. A barrier to communication is:
(a) Noise (b) Proper channels
(c) Feedback (d) Clear message
3. The primary purpose of a sales letter is to:
(a) Inform (b) Persuade
(c) Advise (d) Record
4. Personal appearance is part of
(a) Aural communication
(b) Non-verbal communication
(c) Telephonic communication
(d) Visual aids

5. A short report is characterized by:
 - (a) Less detail
 - (b) Statistical data
 - (c) Technical jargon
 - (d) Extensive exhibits

6. Visual aids in communication include:
 - (a) Graphs and charts
 - (b) Telephone calls
 - (c) Reports
 - (d) Posture

7. Face-to-face communication fosters:
 - (a) Disconnection
 - (b) Immediate feedback
 - (c) Miscommunication
 - (d) Delays

8. Telephonic conversations are an example of:
 - (a) Written communication
 - (b) Oral communication
 - (c) Visual communication
 - (d) Formal reports

9. A resolution in a meeting refers to:
 - (a) An official decision
 - (b) An informal suggestion
 - (c) A report summary
 - (d) Visual aid

10. Drafting speeches is part of:
 - (a) Non-verbal communication
 - (b) Written communication
 - (c) Oral presentations
 - (d) Group discussions

Part B

(5 × 5 = 25)

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

11. (a) Define effective communication and explain the types of barriers to communication.

Or

- (b) Write a short note on the significance of communication in management

12. (a) Explain the norms for handling customer complaints through business letters.

Or

- (b) Describe the structure of personalized standard letters with examples.

13. (a) Differentiate between long and short reports with examples.

Or

- (b) Discuss the classification of reports based on their purpose.

14. (a) Discuss the role of body language and personal appearance in effective communication.

Or

- (b) Write a short note on visual aids like charts and diagrams in communication.

15. (a) Explain the procedure for preparing an agenda for a formal meeting.

Or

- (b) Discuss the process of regulating speeches in seminars and conferences.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the principles of effective communication in detail with practical examples.

Or

- (b) Elaborate on the different types of communication and their relevance in business.

17. (a) Explain the various types of sales promotion letters with suitable examples.

Or

- (b) Write a detailed note on the role of business correspondence in resolving Customer issues.

18. (a) Describe the process of writing a research report, including the use of exhibits and appendices.

Or

- (b) Discuss the norms for writing technical reports with examples.

19. (a) Write a detailed note on the use of non-verbal communication in presentations.

Or

- (b) Explain dyadic communication and its relevance in professional settings.

20. (a) Elaborate on the procedure for conducting seminars and conferences, including the preparation of resolutions.

Or

- (b) Discuss the process of drafting effective group discussion speeches with examples

C-8232

Sub. Code

92016B

M.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Airline and Airport Management

MANAGEMENT INFORMATION SYSTEMS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which type of system supports strategic decision-making in an organization?
 - (a) Transaction Processing System
 - (b) Decision Support System
 - (c) Management Information System
 - (d) Artificial Intelligence

2. What is the primary objective of a Transaction Processing System?
 - (a) Record daily business transactions
 - (b) Process data analysis
 - (c) Develop business strategies
 - (d) Predict market trends

3. Ethical challenges in IT security are mostly related to:
 - (a) Hacking
 - (b) Privacy violations
 - (c) Software piracy
 - (d) All of the above

4. Which is an example of a B2B transaction?
 - (a) Online shopping
 - (b) A supplier selling raw materials to a manufacturer
 - (c) A bank offering services to customers
 - (d) None of the above

5. The consumer's perspective in e-commerce is most focused on:
 - (a) Reducing merchant profits
 - (b) Logistics
 - (c) Cross-border regulations
 - (d) Convenience and security

6. What does EDI stand for?
 - (a) Electronic Data Interface
 - (b) Electronic Data Interchange
 - (c) Electronic Digital Interaction
 - (d) Efficient Data Integration

7. The WWW architecture includes:
 - (a) B2B and B2C models
 - (b) Online database only
 - (c) Client-server-structure
 - (d) Middleware systems

8. What is the key benefit of financial EDI?
 - (a) Faster payment processing
 - (b) Reduced manual errors
 - (c) Enhanced transaction tracking
 - (d) All of the above

9. Media convergence in e-business leads to:
- (a) Broader reach across platforms
 - (b) Data redundancy
 - (c) Increased server costs
 - (d) Limited consumer engagement
10. Intra-organizational transactions primarily occur:
- (a) Between businesses
 - (b) Within a single organization
 - (c) Between consumers and merchants
 - (d) Among unrelated stakeholders

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of decision support systems in organizations.

Or

- (b) Write a short note on management information systems.

12. (a) Discuss the ethical challenges faced in IT and how they are managed.

Or

- (b) Explain IT security measures in organizations.

13. (a) Compare B2B and B2C transaction frameworks.

Or

- (b) Describe the application services used in e-business models.

14. (a) Discuss consumer-oriented applications such as home shopping in detail.

Or

- (b) Explain the role of mercantile process models in home banking.

15. (a) Write about the importance of digital signatures in EDI systems.

Or

- (b) Explain the customs processing EDI in international trade.

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on artificial intelligence technologies in business systems.

Or

- (b) Explain transaction processing systems with examples.

17. (a) Discuss the challenges in managing global information resources.

Or

- (b) Write about planning and implementing IT change for strategic applications.

18. (a) Describe the importance of e-commerce architecture and the technology behind it.

Or

- (b) Explain B2C and B2B models in e-commerce with examples.

19. (a) Write a note on consumer applications such as finance and home banking in e-commerce.

Or

- (b) Explain the consumer perspective of e-commerce and its challenges.

20. (a) Discuss the applications and advantages of EDI in manufacturing.

Or

- (b) Describe the financial applications of EDI with examples.

C-8233

Sub. Code

92021

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline and Airport Management

HUMAN RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does HRM stand for?
 - (a) Human Resource Machine
 - (b) Human Research Management
 - (c) Human Resource Management
 - (d) Human Risk Management

2. Which of the following is a part of manpower planning?
 - (a) Job Evaluation
 - (b) Determining Manpower Requirement
 - (c) Salary Negotiation
 - (d) Labour Union Management

3. What does a job description provide?
 - (a) Employee medical records
 - (b) List of salary deductions
 - (c) Details of job duties and responsibilities
 - (d) Guidelines for promotions

4. Which one is a purpose of job evaluation?
 - (a) Hire new employees
 - (b) Design training schedules
 - (c) Fix pay scales
 - (d) Conduct trade union meetings

5. Training is primarily focused on
 - (a) Cutting costs
 - (b) Developing managerial hierarchy
 - (c) Improving employee skills and knowledge
 - (d) Promoting employees automatically

6. Management development is important for
 - (a) Clerical staff
 - (b) Union leaders
 - (c) Line managers and executives
 - (d) Security personnel

7. Which of these is a component of remuneration?
 - (a) Promotion
 - (b) Job Enrichment
 - (c) Fringe Benefits
 - (d) Performance Appraisal

8. Fringe benefits include
 - (a) Demotion penalties
 - (b) Free transportation and insurance
 - (c) Warning letters
 - (d) Suspension policies

9. Industrial relations mainly deal with
 - (a) Investment decisions
 - (b) Employee–employer relationships
 - (c) Corporate branding
 - (d) Business promotions

10. Collective bargaining is a process between
- (a) Government and public
 - (b) Company and consumers
 - (c) Employer and employee representatives
 - (d) Bank and client

Part B

(5 × 5 = 25)

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

11. (a) Explain the scope and objectives of HRM.
Or
(b) Describe the functions of HR Manager.
12. (a) Explain the methods of Job Analysis.
Or
(b) Discuss the recruitment process through the internet.
13. (a) What are the steps involved in a Training and Development program?
Or
(b) Describe the different types of promotions.
14. (a) Explain the components of remuneration.
Or
(b) Write a short note on monetary and non-monetary incentives.
15. (a) What are the causes of industrial disputes?
Or
(b) Write a brief note on Trade Unions and their functions.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the process of Man Power Planning in detail.

Or

- (b) Elaborate on the roles and responsibilities of Personnel Manager.

17. (a) Explain the Recruitment and Selection process with its merits and limitations.

Or

- (b) Describe Job Design and the uses of Job Analysis.

18. (a) Explain the Training and Development methods with suitable examples.

Or

- (b) Discuss traditional and modern methods of Performance Appraisal.

19. (a) Elaborate on factors influencing employee compensation and payment methods.

Or

- (b) Explain the objectives and types of fringe benefits and services.

20. (a) Describe the functions, characteristics, and importance of Collective Bargaining.

Or

- (b) Discuss grievance handling procedures and industrial safety measures.

C-8234

Sub. Code

92022

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline and Airport Management

STRATEGIC AIRPORT PLANNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Airport system planning deals with:
 - (a) Scheduling flight meals
 - (b) Planning runways only
 - (c) Integrating multiple airports into a regional/national strategy
 - (d) Hiring airport staff
2. Environmental concern in airport planning includes:
 - (a) Passenger baggage weight
 - (b) Noise pollution and carbon emissions
 - (c) Painting terminal walls
 - (d) Security staff count
3. Who has primary jurisdiction over national airports?
 - (a) Local shopkeepers
 - (b) International airlines
 - (c) National aviation authority
 - (d) State tourism board

4. Activity allocation models in airport planning are used for:
 - (a) Assigning seats on aircraft
 - (b) Allocating space and functions in terminals
 - (c) Determining meal choices
 - (d) Managing pilot duties
5. Which is a core duty of an airport manager?
 - (a) Designing aircraft interiors
 - (b) Controlling aircraft engines
 - (c) Overseeing airport operations and public relations
 - (d) Selling air tickets
6. A key objective of airport business is:
 - (a) Increase inflight shopping
 - (b) Reduce staff wages
 - (c) Balance revenues, costs, and customer satisfaction
 - (d) Minimize airport tax
7. What does the airfield not include?
 - (a) Runway
 - (b) Apron
 - (c) Control room
 - (d) Taxiway
8. The abbreviation ATC stands for:
 - (a) Aircraft Traffic Commander
 - (b) Air Traffic Control
 - (c) Air Terminal Coordinator
 - (d) Aviation Technical Crew
9. Which is an example of institutional consideration in airport planning?
 - (a) Runway slope
 - (b) Legal and regulatory frameworks
 - (c) Food court planning
 - (d) Passenger shoe size

10. Future developments in ATC aim to:
- (a) Reduce pilot training
 - (b) Automate baggage handling
 - (c) Introduce satellite-based navigation and automation
 - (d) Add more VIP lounges

Part B

(5 × 5 = 25)

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

11. (a) Describe the context and process of airport system planning.

Or

- (b) Explain the strategic view of airport system planning.

12. (a) Discuss the roles of aircraft operators and consumers in the airport business.

Or

- (b) Briefly explain jurisdictional and legal issues in airport planning.

13. (a) Write about national policy concerns in airport system implementation.

Or

- (b) Explain institutional considerations in planning.

14. (a) Explain the duties of an airport manager in detail.

Or

- (b) Discuss security infrastructure and public relations at airports.

15. (a) Describe the basics of ATC and its operating infrastructure.

Or

- (b) Write about historical developments in ATC and airport terminal planning.

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on environmental and economic considerations in airport planning.

Or

- (b) Explain in detail the evolving context of airport planning and its challenges.

17. (a) Analyze the benefits and disbenefits of airport development for the community.

Or

- (b) Elaborate on the comparative performance measures in airport investment.

18. (a) Discuss in detail system design and planning techniques in airport planning.

Or

- (b) Explain the planning process with activity allocation models.

19. (a) Describe the structure and components of the airfield and the role of navigational aids.

Or

- (b) Explain the roles of weather and surveillance facilities in airport operations.

20. (a) Discuss in detail the economic, political, and environmental impacts of airport terminals.

Or

- (b) Write a detailed note on social responsibility and the political role of airports.

C-8235

Sub. Code

92023

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline and Airport Management

AIRLINE AND AIRPORT MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does PLC stand for in marketing?
 - (a) Product Line Channel
 - (b) Product Life Cycle
 - (c) Passenger Load Count
 - (d) Pricing Line Control

2. Which of the following is a component of relationship marketing?
 - (a) Inflight meal planning
 - (b) Frequent Flyer Programmes
 - (c) Terminal gate allocation
 - (d) Route map publication

3. Which is not a part of the Marketing Mix (4Ps)?
 - (a) Product
 - (b) Place
 - (c) Price
 - (d) Partnership

4. Airline business differentiation strategy includes:
 - (a) Increasing fuel price
 - (b) Unique services and branding
 - (c) Delaying flights
 - (d) Ground handling
5. Which airport is highlighted in a case study as “Best in Class”?
 - (a) JFK Airport
 - (b) Heathrow Airport
 - (c) Changi Airport
 - (d) London Airport
6. Brand building in the airline industry is primarily achieved through:
 - (a) Delays in service
 - (b) Frequent Flyer Programmes
 - (c) Ignoring customer feedback
 - (d) Reducing flights
7. Which of the following is part of the Air Transport Value Chain?
 - (a) Baggage carousel speed
 - (b) Maintenance service
 - (c) Distribution channel
 - (d) Terminal gate paint color
8. Customer service-related product features do not include:
 - (a) Inflight entertainment
 - (b) Route network
 - (c) Check-in experience
 - (d) Ground handling
9. Uniform and differentiated pricing is part of:
 - (a) Airline safety
 - (b) Airline scheduling
 - (c) Airline revenue management
 - (d) Inflight services

10. A marketing function is:
- (a) Fleet engineering
 - (b) Sales promotion
 - (c) Airworthiness certification
 - (d) Flight plan approval

Part B

(5 × 5 = 25)

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

11. (a) Define airline marketing and explain any three marketing functions.

Or

- (b) Write short notes on competitive forces and leadership strategy.

12. (a) Explain the Product Life Cycle in aviation marketing.

Or

- (b) Describe the pricing and revenue management strategies used by airlines.

13. (a) Discuss types of airline distribution channels.

Or

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

14. (a) Explain the concept of Air Transport Value Chain with examples.

Or

- (b) Write short notes on market positioning and identifying airport partners.

15. (a) Briefly describe the importance of benchmarking airline experience.

Or

- (b) Write a note on Airport Loyalty Schemes.

Part C

(5 × 8 = 40)

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

16. (a) Discuss in detail the various factors influencing airline marketing.

Or

- (b) Write an essay on the Marketing Mix applied in the airline industry.

17. (a) Explain customer service and fleet-related product features in detail.

Or

- (b) Describe the meaning and strategies of differentiated airline pricing.

18. (a) Elaborate on the brand-building strategies in airline business.

Or

- (b) Describe the structure and benefits of Frequent Flyer Programmes.

19. (a) Discuss the SBU concept in Airport Enterprises with suitable examples.

Or

- (b) Analyze the traditional and rising propositions of airport enterprises.

20. (a) Case Study: Describe the features that made Singapore Airport a benchmark in airport service.

Or

- (b) Case Study: Highlight the key strategies of London Airport that earned it the "Best in Class" title.

C-8236

Sub. Code

92024

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

AIR TRAFFIC CONTROL

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary objective of air traffic control?
 - (a) Manage passenger baggage
 - (b) Design aircraft
 - (c) Prevent collisions and maintain orderly traffic flow
 - (d) Maintain ticket counters

2. Human Error in ATC can be classified as:
 - (a) Mechanical error
 - (b) Modeling error
 - (c) Electrical error
 - (d) System crash

3. Skill-based behavior is characterized by:
 - (a) Lack of training
 - (b) Frequent violations
 - (c) Routine and automatic tasks
 - (d) Complex decisions

4. Situation awareness involves:
 - (a) Awareness of airport terminal layout
 - (b) Navigation skills
 - (c) Understanding and anticipating events
 - (d) Ticket inspection
5. GNSS stands for:
 - (a) Global Network Safety System
 - (b) General Navigation Surveillance Service
 - (c) Global Navigation Satellite System
 - (d) Ground Navigation System
6. Which of the following contributes to stress in ATC operations?
 - (a) High workload
 - (b) Clear weather
 - (c) Relaxed communication
 - (d) Low traffic
7. ADS-B is a:
 - (a) Radar jamming system
 - (b) Surveillance technology
 - (c) Voice recorder
 - (d) Data cable
8. A common cause of human error in aviation is:
 - (a) Perfect weather
 - (b) Redundant checklists
 - (c) Poor decision-making
 - (d) Extra staff
9. One function of team communication is:
 - (a) Increase errors
 - (b) Confuse tasks
 - (c) Coordinate responses in emergencies
 - (d) Reduce discipline

10. Mount Erebus disaster is a case study in:
- (a) Environmental science
 - (b) Mechanical failure
 - (c) Human performance failure
 - (d) Animal strike

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives of Air Traffic Control.
- Or
- (b) Describe the role of ATC in search and rescue operations.
12. (a) Write a short note on types of human error in ATC.
- Or
- (b) Differentiate skill-based and knowledge-based behavior.
13. (a) Explain the significance of decision-making and response selection.
- Or
- (b) Describe the role of perception and cognition in air traffic environment.
14. (a) What are the human factors involved in CNS infrastructure?
- Or
- (b) Write a short note on ADS and ADS-B systems.
15. (a) Write short notes on any two causes of stress in ATC.
- Or
- (b) Discuss any two performance-related issues caused by fatigue.

Part C

(5 × 8 = 40)

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

16. (a) Describe in detail the temporal progress and background of human factors in ATC.

Or

- (b) Explain preventive measures for managing human error in ATC.

17. (a) Describe information processing and sensory memory in aviation.

Or

- (b) Explain spatial orientation and situation awareness in ATC.

18. (a) Discuss various team roles and groupthink in ATC team management.

Or

- (b) Explain stress reduction and communication style in team coordination.

19. (a) Discuss the impact of GNSS and free flight on CNS operations.

Or

- (b) Describe the procedural services and software systems used in ATC.

20. (a) Explain the case study of Mount Erebus and its implications on safety.

Or

- (b) Write an essay on organizational culture and ATS disaster management.

C-8237

Sub. Code

92025A

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline and Airport Management

AVIATION INDUSTRY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a major growth driver of the aviation industry?
 - (a) Decrease in global tourism
 - (b) Increase in fuel prices
 - (c) Rise in middle-class income and air travel demand
 - (d) Ban on private airlines
2. Which of the following is an example of an aircraft manufacturer?
 - (a) IATA
 - (b) ICAO
 - (c) Boeing
 - (d) AAI
3. Who is responsible for managing most airports in India?
 - (a) Indian Railways
 - (b) Airports Authority of India (AAI)
 - (c) ICAO
 - (d) CISF
4. Which of the following is not a type of airport?
 - (a) Civil
 - (b) Training
 - (c) Military
 - (d) Interplanetary

5. Which service is part of ground handling operations?
 - (a) In-flight entertainment
 - (b) Aircraft parking guidance
 - (c) Pilot training
 - (d) Airfare discounts
6. Who is responsible for assisting unaccompanied minors during air travel?
 - (a) Immigration officer
 - (b) Catering staff
 - (c) Designated airline staff or ground personnel
 - (d) Security guard
7. Which of the following comes under freight services at an airport?
 - (a) Boarding gate management
 - (b) Passenger check-in
 - (c) Cargo loading and storage
 - (d) Flight announcement
8. What is the purpose of security clearance at airports?
 - (a) To check weather conditions
 - (b) To permit access to restricted areas after verification
 - (c) To arrange food
 - (d) To give flight discounts
9. Which of the following is considered an act of unlawful interference in aviation?
 - (a) Lost baggage
 - (b) Flight delay due to weather
 - (c) Hijacking or sabotage
 - (d) Overbooking

10. What is the main objective of an incident investigation in aviation?
- (a) To blame airline staff
 - (b) To reduce ticket prices
 - (c) To identify causes and prevent future incidents
 - (d) To delay flight schedules

Part B

(5 × 5 = 25)

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

11. (a) Explain global challenges in aviation and how they impact the Indian aviation industry.

Or

- (b) Write a note on the structure and types of aircraft.

12. (a) Discuss the function of passenger and cargo terminals.

Or

- (b) Explain the importance of world airlines and their classification.

13. (a) What are the procedures for handling human remains at the airport?

Or

- (b) Describe the managerial roles involved in airport operations.

14. (a) Write a short note on baggage management and customer coordination.

Or

- (b) Describe ticketing, boarding pass issuance, and coordination processes.

15. (a) Explain how to troubleshoot issues during airport crisis events.

Or

- (b) Discuss methods and procedures for ensuring situational safety at the airport.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the deregulation process in aviation and its benefits.

Or

- (b) Describe the major aircraft manufacturers and their global contribution.

17. (a) Discuss the classification of world airports and their international standards.

Or

- (b) Examine the contribution of AAI and ICAO in managing Indian airspace.

18. (a) Illustrate the full ground handling process from arrival to departure.

Or

- (b) Detail the handling process for disabled passengers and unaccompanied minors.

19. (a) Explain in detail the airline counter, reservation, and ticketing operations.

Or

- (b) Elaborate on customs and immigration procedures at international airports.

20. (a) Evaluate various crisis response mechanisms, including SOP for bomb threats.

Or

- (b) Describe the culture of safety and its implementation in airside operations.

C-8238

Sub. Code

92025B

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

AVIATION RESOURCE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does the 4M model in resource management refer to?
 - (a) Men, Machines, Money, Methods
 - (b) Mission, Management, Market, Model
 - (c) Measure, Monitor, Manage, Maintain
 - (d) None of the above

2. Which of the following is a primary goal of crew resource management?
 - (a) Increase flight hours
 - (b) Improve inter-crew communication
 - (c) Reduce airline profitability
 - (d) Increase air traffic

3. Fatigue in air activity is mainly caused by:
 - (a) Noise and pollution
 - (b) Circadian rhythm disruptions
 - (c) Overeating
 - (d) Long duty breaks

4. The link between human factors and organizational learning is essential to:
 - (a) Create rules
 - (b) Set budgets
 - (c) Improve performance and safety
 - (d) Avoid hiring staff

5. Which one is NOT a factor of personality testing in pilot recruitment?
 - (a) Risk management
 - (b) Leadership qualities
 - (c) Aerodynamics knowledge
 - (d) Stress handling

6. Human factors training in general aviation structures is primarily aimed at:
 - (a) Reducing operational costs
 - (b) Enhancing cultural entertainment
 - (c) Improving communication and safety
 - (d) Avoiding team meetings

7. What is CRM in aviation?
 - (a) Customer Relationship Management
 - (b) Crew Resource Management
 - (c) Cargo Routing Mechanism
 - (d) Crisis Reaction Module

8. Which stress management technique is crucial for flight crews?
 - (a) Avoiding work
 - (b) Sleep scheduling
 - (c) Skipping meals
 - (d) Using mobile devices during flights

9. Which of the following contributes most to a safe aviation culture?
 - (a) Heavy workload
 - (b) Clear operational information
 - (c) High turnover
 - (d) Reduced communication

10. Which of the following is not included in aviation personnel safety?
 - (a) Job satisfaction
 - (b) Employee motivation
 - (c) Miscommunication
 - (d) Teamwork

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of efficient aviation resource allocation.

Or

- (b) Discuss key factors in recruiting and training aviation professionals.

12. (a) Describe the concept and importance of Crew Resource Management (CRM).

Or

- (b) How do communication and teamwork impact aviation team success?

13. (a) Explain causes and symptoms of fatigue in pilots.

Or

- (b) Discuss stress management techniques in aircrew operations.

14. (a) Write about pilot job requirements and selection process.

Or

- (b) Explain the role of personality testing in aviation personnel recruitment.

15. (a) Define aviation culture and its effect on safety.

Or

(b) What is the role of human factors in organizational learning?

Part C

(5 × 8 = 40)

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

16. (a) Explain the 4M challenges in aviation HR management.

Or

(b) Analyze the role of resource planning in a safe aviation environment.

17. (a) Discuss job satisfaction and motivation strategies for cabin crew and pilots.

Or

(b) How do aviation organizations assess employee performance and morale?

18. (a) Describe the physiological and psychological effects of fatigue on pilots.

Or

(b) Suggest practical solutions for fatigue risk management in air operations.

19. (a) Discuss the recruitment and training of pilots and crew members.

Or

(b) What is the impact of CRM and simulator training on flight safety?

20. (a) Explain the structure of aviation operational information systems and CRM.

Or

(b) Evaluate the future of user innovation in aviation resource management.

C-8239

Sub. Code

92026A

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

BUSINESS RESEARCH METHODS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the first step in the research process?
 - (a) Data collection
 - (b) Sampling
 - (c) Problem identification
 - (d) Hypothesis testing
2. Which of the following is a probability sampling method?
 - (a) Convenience sampling
 - (b) Quota sampling
 - (c) Stratified sampling
 - (d) Judgement sampling
3. A null hypothesis implies:
 - (a) Relationship exists
 - (b) There is no difference or effect
 - (c) Always true
 - (d) Used only in qualitative research

4. U Test is an example of:
 - (a) Parametric test
 - (b) T-test
 - (c) Z-test
 - (d) Non-parametric test

5. Which of the following is not a type of scale?
 - (a) Nominal
 - (b) Ordinal
 - (c) Sequential
 - (d) Interval

6. Chi-square test is used to test
 - (a) Means
 - (b) Variances
 - (c) Relationships between categorical variables
 - (d) Regression coefficients

7. Which is not a data collection tool?
 - (a) Case study
 - (b) Questionnaire
 - (c) Histogram
 - (d) Interview

8. In report writing, the Appendix is used to:
 - (a) Present conclusions
 - (b) Describe methodology
 - (c) Provide supplementary data
 - (d) Explain objectives

9. What is the function of coding in data analysis?
 - (a) Rewriting hypotheses
 - (b) Categorizing responses
 - (c) Designing sample
 - (d) Selecting population

10. A good research design includes all except:
- (a) Clear objective
 - (b) Logical structure
 - (c) Unlimited sample size
 - (d) Reliability

Part B

(5 × 5 = 25)

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

11. (a) Define research. Explain its scope and types.
- Or
- (b) What are the characteristics of good research?
12. (a) Differentiate between probability and non-probability sampling.
- Or
- (b) Explain the types of sampling designs with examples.
13. (a) Write a short note on hypothesis and its sources.
- Or
- (b) Explain the components of a good research design.
14. (a) Explain the importance and methods of data collection.
- Or
- (b) Describe the types of data and their sources.
15. (a) List the major steps in report writing.
- Or
- (b) What is the importance of interpretation in research?

Part C

(5 × 8 = 40)

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

16. (a) Describe the research process in detail with a neat diagram.

Or

- (b) Discuss the objectives and steps involved in scientific research.

17. (a) Explain different types of hypothesis and their formulation.

Or

- (b) Discuss the role and techniques of measurement in research.

18. (a) Describe the tools and techniques of data collection.

Or

- (b) Explain the construction of questionnaires and pilot study.

19. (a) What is meant by test of significance? Explain t-test and chi-square test.

Or

- (b) Describe any two non-parametric tests in detail.

20. (b) Discuss the essentials of a good report and common errors to avoid.

Or

- (b) Explain the layout of a research report and the use of tables and charts.

C-8240

Sub. Code

92026B

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

FINANCIAL AND MANAGEMENT ACCOUNTING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which financial statement shows assets and liabilities?
 - (a) Cash Flow Statement
 - (b) Trial Balance
 - (c) Balance Sheet
 - (d) Journal

2. Journal is also called:
 - (a) Ledger
 - (b) Subsidiary book
 - (c) Final account
 - (d) Budget book

3. The purpose of depreciation is:
 - (a) To increase capital
 - (b) To assess tax refund
 - (c) To allocate cost of asset over time
 - (d) To avoid expenditure

4. Which of the following is a profitability ratio?
 - (a) Current ratio
 - (b) Debt-equity ratio
 - (c) Return on Investment (ROI)
 - (d) Inventory turnover
5. Cash Flow from operating activities includes:
 - (a) Sale of machinery
 - (b) Depreciation
 - (c) Issuance of shares
 - (d) Purchase of land
6. Fund flow statement helps in:
 - (a) Determining net income
 - (b) Finding cash in hand
 - (c) Understanding working capital changes
 - (d) Computing net worth
7. Cost Centre refers to
 - (a) A location where costs are accumulated
 - (b) A revenue-generating department
 - (c) A marketing team
 - (d) A tax department
8. Target costing is applied
 - (a) After setting product price
 - (b) During government budgeting
 - (c) Before production starts
 - (d) For capital budgeting
9. P/V ratio is calculated as
 - (a) Fixed cost / Contribution
 - (b) Contribution/ Sales
 - (c) Sales / Contribution
 - (d) Net Profit / Total Assets

10. Zero-based budgeting starts from:
- (a) Previous year's budget
 - (b) 10% increase in prior year
 - (c) Assumption of zero base
 - (d) Cash budget balance

Part B

(5 × 5 = 25)

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

11. (a) What are the types of accounts? Give examples.
- Or
- (b) Write a note on Human Resource Accounting and its importance.
12. (a) Explain the purpose of trend analysis and how it helps in decision making.
- Or
- (b) Define liquidity ratios and explain any two types with formula.
13. (a) Prepare a Cash Flow Statement using direct method with assumed figures.
- Or
- (b) What are the main components of a Fund Flow Statement?
14. (a) Distinguish between Financial Accounting and Cost Accounting.
- Or
- (b) Explain the concept and advantages of Activity-Based Costing.
15. (a) What is Budgetary Control? List its advantages.
- Or
- (b) Write short notes on:
- (i) Cash Budget
 - (ii) Production Budget.

Part C

(5 × 8 = 40)

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

16. (a) Explain the accounting principles and their importance in financial reporting.

Or

- (b) Discuss the rules of journalizing with three example entries.

17. (a) Describe the types and objectives of financial statement analysis.

Or

- (b) Explain any four market and turnover test ratios with examples.

18. (a) Distinguish between Cash Flow and Fund Flow with formats.

Or

- (b) Write a detailed note on preparation and interpretation of Fund Flow Statement.

19. (a) Prepare a cost sheet from assumed data including all elements of cost.

Or

- (b) Define Standard Costing. What are the steps involved?

20. (a) Explain the concept of Break-even Point and its usefulness in business planning.

Or

- (b) Define flexible budget and explain how it is prepared with an illustration.

C-8241

Sub. Code

92027A

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

LOGISTICS & AIR CARGO 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 function of logistics?
 - (a) Warehousing
 - (b) Order processing
 - (c) Advertising
 - (d) Transportation

2. The main objective of logistics management is:
 - (a) Product promotion
 - (b) Ensuring availability at the right place and time
 - (c) Increase taxation
 - (d) Boost branding

3. Inventory control is crucial because it helps in:
 - (a) Increasing warehouse space
 - (b) Reducing stock-out and overstock situations
 - (c) Increasing advertisement cost
 - (d) Promoting employee training

4. Which of these is a type of packaging?
 - (a) Circular
 - (b) Strip
 - (c) Primary
 - (d) Semi-closed

5. The term 3PL stands for:
 - (a) Three product logistics
 - (b) Third party logistics
 - (c) Third port logistics
 - (d) Three point logistics

6. Airway Bill (AWB) is used for:
 - (a) Road transport tracking
 - (b) Air cargo tracking and documentation
 - (c) Rail logistics
 - (d) Passenger data collection

7. Which document serves as a proof of shipment in air cargo?
 - (a) Bill of exchange
 - (b) Delivery slip
 - (c) Airway bill
 - (d) Export note

8. Load control refers to:
 - (a) Passenger baggage limit only
 - (b) Managing cargo weight and distribution in aircraft
 - (c) Limiting truck movement
 - (d) Avoiding customs inspections

9. One major benefit of containerization in logistics is:
 - (a) Higher cost
 - (b) Delays in delivery
 - (c) Efficient and secure movement of goods
 - (d) Extra documentation

10. 4PL providers are known for:
- (a) Asset-based transportation
 - (b) Owning aircraft fleets
 - (c) Managing 3PL providers and providing end-to-end solutions
 - (d) Only warehousing services

Part B

(5 × 5 = 25)

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

11. (a) Define logistics. What are the major functions of logistics management?

Or

- (b) Explain the scope and significance of logistics in modern business.

12. (a) Describe the types of warehouse design and their importance.

Or

- (b) What are the roles of material handling systems in logistics?

13. (a) Explain transportation infrastructure and its impact on freight management.

Or

- (b) Write a short note on route planning and containerization.

14. (a) List and explain the features of air cargo transportation.

Or

- (b) What are the factors influencing the growth of air logistics in India?

15. (a) What are the key documents used in air cargo movement?

Or

- (b) Explain the types and functions of airway bills (MAWB and HAWB).

Part C

(5 × 8 = 40)

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

16. (a) Describe the various components of a logistics system with examples.

Or

- (b) Discuss customer service objectives and value-added logistics services.

17. (a) Explain the concept of supply chain management and its linkage with logistics.

Or

- (b) What are the different costing and warehouse decision models used in SCM?

18. (a) Explain in detail the packaging requirements and types used in logistics.

Or

- (b) Discuss the needs and design considerations of logistics information systems.

19. (a) Explain the structure and services offered by air cargo-ways in detail.

Or

- (b) How does air logistics contribute to international trade? Give examples.

20. (a) Write a detailed note on air cargo loading documentation and procedures.

Or

- (b) Explain cargo needing special attention, including live animals and dangerous goods.

C-8242

Sub. Code

92027B

M.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

PROMOTION MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The ultimate goal of promotion is to
 - (a) Increase price
 - (b) Enhance distribution costs
 - (c) Influence customer buying behavior
 - (d) Limit advertising reach
2. Promotion planning begins with
 - (a) Budget allocation
 - (b) Setting media strategy
 - (c) Situation analysis
 - (d) Message copy
3. Advertising is mainly a
 - (a) Personal form of promotion
 - (b) Non-personal form of communication
 - (c) Direct interaction tool
 - (d) Sales manager responsibility

4. A media plan involves:
 - (a) Developing promotional mix
 - (b) Evaluating customer needs
 - (c) Selecting channels and scheduling
 - (d) Performing sales training
5. Which of the following is not a sales promotion tool?
 - (a) Discounts
 - (b) Coupons
 - (c) Sponsorships
 - (d) Auditing
6. Public relations do not include
 - (a) Press releases
 - (b) Annual reports
 - (c) Customer complaints
 - (d) Product pricing
7. Personal selling is most useful for
 - (a) Mass advertising
 - (b) Complex and high-value products
 - (c) FMCG
 - (d) Online ads
8. Push strategy mainly focuses on
 - (a) Pulling customers through mass media
 - (b) Encouraging resellers to promote the product
 - (c) Reducing production
 - (d) Launching new product ads
9. Direct mail is a type of
 - (a) Advertising
 - (b) Publicity
 - (c) Direct marketing
 - (d) Press relation

10. Evaluating advertising effectiveness involves
- (a) Budget approval
 - (b) Message coding
 - (c) Measuring impact on sales and recall
 - (d) Setting price

Part B

(5 × 5 = 25)

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

11. (a) What are the objectives of promotion in marketing?
- Or
- (b) Write a note on the socio-cultural and legal environment affecting promotion.
12. (a) Define Promotion Mix. Explain its components briefly.
- Or
- (b) What is advertising creativity? Discuss its importance in advertising strategy.
13. (a) List and explain different media options available for promotion.
- Or
- (b) Explain the key features of out-of-home (OOH) advertising.
14. (a) What are the different types of personal selling?
- Or
- (b) Write short notes on:
- (i) Sales objectives
 - (ii) Sales budgeting
15. (a) Define direct marketing. Explain the advantages of direct marketing.
- Or
- (b) How do you measure the performance of public relations?

Part C

(5 × 8 = 40)

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

16. (a) Explain the steps involved in designing a promotional plan.

Or

- (b) Describe the factors influencing the promotional mix decision.

17. (a) Discuss in detail the process of media planning and budgeting.

Or

- (b) What is copy testing? Explain the techniques used to evaluate ads.

18. (a) Explain the various types of consumer and trade promotion techniques.

Or

- (b) Describe the tools used in public relations to improve a company's image.

19. (a) Define personal selling. Explain its process with an example.

Or

- (b) Evaluate the pros and cons of personal selling in promotional strategy.

20. (a) Discuss the different techniques used to measure promotional performance.

Or

- (b) Explain the steps to be followed in designing a direct marketing campaign.

C-8243

Sub. Code

92031

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

BUSINESS ETHICS AND CSR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The Indian ethos emphasizes:
 - (a) Individualism above all.
 - (b) Short-term gains.
 - (c) Collective well-being and values.
 - (d) Ignoring social responsibility.

2. Gandhi's doctrine of Satya means:
 - (a) Non-violence
 - (b) Truth
 - (c) Wealth
 - (d) Power

3. Ethical companies in production avoid:
 - (a) Child labor
 - (b) Efficient processes
 - (c) Quality control
 - (d) Cost effectiveness

4. Copyrights protect:
 - (a) Physical inventions only.
 - (b) Company logos only.
 - (c) Financial transactions.
 - (d) Original literary and artistic works.

5. Corporate governance primarily deals with:
 - (a) Day-to-day operations
 - (b) Employee training
 - (c) Marketing strategies
 - (d) Company direction and control

6. The audit committee is responsible for:
 - (a) Financial oversight
 - (b) Marketing campaigns
 - (c) HR management
 - (d) Product design

7. A key driver of CSR is:
 - (a) Increased environmental pollution.
 - (b) Reduced customer interaction.
 - (c) Enhanced brand reputation.
 - (d) Ignoring stakeholder concerns.

8. NGOs play a role in CSR by:
- (a) Reducing social impact
 - (b) Facilitating CSR implementation
 - (c) Ignoring community needs
 - (d) Minimizing environmental awareness
9. CSR towards government includes:
- (a) Avoiding taxes
 - (b) Bribing officials
 - (c) Ignoring legal requirements
 - (d) Complying with regulations
10. The triple bottom line in business includes:
- (a) Profit only
 - (b) Profit, people, and planet
 - (c) Revenue and expenses
 - (d) Assets and liabilities

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain Ethics Management Program.

Or

- (b) What do you mean by Work Ethos? Explain the need of business ethics.

12. (a) Define ethical marketing and explain its importance.

Or

(b) Describe about the ethical production benefit both businesses and society.

13. (a) What are the benefits of Corporate Society Responsibility? Explain in brief.

Or

(b) Explain the role of Board in Corporate Governance.

14. (a) Explain the scope of Corporate Social Responsibility.

Or

(b) Comment on future of CSR in India.

15. (a) Describe the key CSR responsibilities towards shareholders and creditors.

Or

(b) Describe the impact of CSR on local communities and society.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the sources of ethics and their influence on ethical decision-making in business.

Or

- (b) Evaluate the relevance of trusteeship principles in modern business management. How does it promote ethical leadership?

17. (a) Explain the ethical issues in HRM related to discrimination, privacy, and fair compensation.

Or

- (b) Analyze the ethical challenges in IT, including cybersecurity and data privacy concerns.

18. (a) Explain the power and role of Audit Committee regarding Corporate Governance in India.

Or

- (b) Explain the Protection of Stake holders.

19. (a) Briefly explain the Importance of CSR in contemporary society.

Or

- (b) State and explain any four models of CSR practices in India.

20. (a) Describe the step-by-step process of designing a CSR policy.

Or

- (b) Evaluate the importance of sustainable business practices in CSR.
-

C-8244

Sub. Code

92032

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

AVIATION RULES AND REGULATIONS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Journey log book shall be retained for _____ after the date of the last entry
 - (a) 12 months
 - (b) 24 months
 - (c) 36 months
 - (d) All
2. This CAR is issued under the provisions of rule _____ of the aircraft rules 1937
 - (a) 29 C
 - (b) 29 D
 - (c) 133 A
 - (d) All
3. A group of characters affixed on aircraft surface following Nationality marks to identify a particular aircraft is _____
 - (a) Nationality
 - (b) Registration
 - (c) Other markings
 - (d) All
4. DGCA may issue an _____ during export of an aircraft.
 - (a) Export C of A
 - (b) C of A
 - (c) C of R
 - (d) All

5. The basic knowledge syllabus specified in _____ for the relevant aircraft maintenance licence category or sub-category.
- (a) CAR-66 (b) CAR-21
(c) CAR-145 (d) All
6. For the purpose of this CAR, the competent authority shall be _____ for organizations.
- (a) ICAO (b) BCAS
(c) DGCA (d) All
7. Minor Repair means a _____
- (a) repair other than a major repair
(b) replacement
(c) modification
(d) all
8. The endorsement of aircraft type ratings requires the satisfactory completion of one of the following
- (a) the relevant category B1
(b) B2
(c) C aircraft type training
(d) All
9. "Flight Test" means the flying of an aircraft, without _____
- (a) Any passenger on board
(b) Any Luggage
(c) All
(d) None
10. MEL can be invoked by certifying staff authorised by the _____
- (a) maintenance organisation
(b) Approved pilot
(c) AME
(d) All

Part B

(5 × 5 = 25)

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

11. (a) Aircraft rules 1937 list out the types of log books to be maintained in respect of registered aircraft.

Or

- (b) What are mandatory modifications and its purpose?

12. (a) List out the procedure for registration of aircraft under category “A”.

Or

- (b) Write down the requirements for validation of type certificate.

13. (a) Write down the engineering instructor requirements in training organisation.

Or

- (b) Write short note on line maintenance.

14. (a) How to review the defects reported on aircraft?

Or

- (b) Write short note on aircraft groups for the purpose of ratings on AME’s Licence.

15. (a) What do you understand the flight test report?

Or

- (b) List out the operator’s responsibilities for framing of MEL.

Part C

(5 × 8 = 40)

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

16. (a) Describe the carriage of log book on-board and its preservation.

Or

- (b) Write down the list of current airworthiness advisory circulars.

17. (a) List out the documents required for submission of application for registration of aircraft.

Or

- (b) Write down the conditions for validity of certificate of airworthiness.

18. (a) Explain the competency assessment procedure for approval of accountable manager in approved organisation.

Or

- (b) List out the minimum information should be kept on record in respect of certifying and supporting staff in approved maintenance organisation

19. (a) Describe about the significant reports related to defect monitoring system.

Or

- (b) Discuss about the continued validity of the aircraft maintenance engineer's licence.

20. (a) List out the flight crew requirements for the purpose of flights test.

Or

- (b) Discuss about the procedure for approval of MEL.

C-8245

Sub. Code

92033

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

AIRPORT OPERATIONS MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Airlines operation committee including _____
 - (a) ground handling
 - (b) catering operations
 - (c) engineering and maintenance
 - (d) all

2. Aircraft ground handling refers to the various tasks including _____
 - (a) loading and unloading
 - (b) fuel supply
 - (c) aircraft maintenance and cleaning
 - (d) all

3. The passenger luggage tag contains the basic information _____
 - (a) airline name
 - (b) flight number
 - (c) destination airport code
 - (d) all

4. If the delays occur between _____, the airlines must provide accommodation and transport.
- (a) 20.00 to 03.00 hours (b) 17.00 to 20.00 hours
(c) 18.00 to 19.00 hours (d) None
5. Baggage bar code provide critical information for _____
- (a) tracking (b) missing
(c) delaying (d) all
6. Lost luggage is usually put down to one of these errors
- (a) missing a connecting flight
(b) handling errors
(c) inadequate technology
(d) all
7. Temperature control of freezers in catering section is monitored by _____
- (a) internal thermometer probe
(b) manual thermometer probe
(c) continuous computerised temperature monitoring
(d) all
8. Food safety in the airline catering is _____
- (a) Negotiable (b) Non-negotiable
(c) Mandatory (d) All
9. Airport operators should consider the use of FOLLOW ME vehicle during _____
- (a) Rain (b) Low visibility
(c) Thunderstorm (d) All

10. During strong wind the main hazards are _____
- (a) engine ingestion of FOD
 - (b) airframe damage
 - (c) personal injury
 - (d) all

Part B

(5 × 5 = 25)

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

11. (a) Write down the primary revenue sources of airline industry.

Or

- (b) List out the contents of airport emergency plan (AEP).

12. (a) Write short note on airline ticket booking confirmation.

Or

- (b) List down the steps to be followed for inadmissible persons in airport.

13. (a) What do you understand the flexible check-in options.

Or

- (b) How airlines use barcodes to reduce lost luggage?

14. (a) List out the abbreviations of special meals offered in airline.

Or

- (b) How to understanding the airline catering industry?

15. (a) Explain the purpose of airside inspection.

Or

- (b) What are the factors to be considered for prior to pushback operation?

Part C

(5 × 8 = 40)

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

16. (a) List out and explain the steps to become an airport manager.

Or

- (b) Explain the customer service functions of ground handling.

17. (a) Discuss about the multilevel screening protocol.

Or

- (b) List out the causes of flight delay or cancellation.

18. (a) How to implementing a baggage reconciliation system?

Or

- (b) List out chemicals and toxic substances not carried by hand luggage.

19. (a) Write the steps of flight catering process.

Or

- (b) List out the procedure and criteria for receiving control of food for airlines.

20. (a) Explain the measures to be taken to reduce the risks for FOD.

Or

- (b) List out the key points to be considered for safe aircraft fuelling.

C-8246

Sub. Code

92034

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

AIRSIDE PLANNING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Airside area includes _____
 - (a) Runway
 - (b) Ramp
 - (c) Taxiway
 - (d) All

2. What is the responsibility of airport management _____
 - (a) Manage budget
 - (b) Plan for infrastructure
 - (c) Safety and security measures
 - (d) All

3. The origin of a clear way should be at the end of _____ available.
 - (a) taxiway
 - (b) take-off run
 - (c) run way run
 - (d) all

4. The surface of the paved stop way should be so constructed as to provide a good _____
- (a) rough
 - (b) coefficient of friction
 - (c) slippage
 - (d) None
5. How many types of terminals are there _____
- (a) 2
 - (b) 3
 - (c) 4
 - (d) all
6. Long haul aircraft means flights lasting more than _____.
- (a) 2 hours
 - (b) 8 hours
 - (c) 7 hours
 - (d) all
7. PAPI uses light units similar to _____.
- (a) taxi lights
 - (b) holding lights
 - (c) VASI lights
 - (d) None
8. Who control airport security _____
- (a) DGCA
 - (b) AAI
 - (c) Local police
 - (d) BCAS
9. The inner sector of class B air space extends up to _____
- (a) 8000 feet MSL
 - (b) 12000 feet MSL
 - (c) 10,000 feet MSL
 - (d) None

10. Turbulence caused by irregular _____ movements.
- (a) density (b) cloud
(c) air (d) None

Part B

(5 × 5 = 25)

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

11. (a) What are the best practices of optimizing airport layout during construction?

Or

- (b) List out and explain the four main functions of flight operations.

12. (a) Write down the factors affecting the width of the runway.

Or

- (b) Write short note on runway turn pad.

13. (a) Write the significance of remote parking apron.

Or

- (b) What are the functions of airport terminal?

14. (a) Write short note on taxiway lights.

Or

- (b) List out the screening procedures for non-passengers at the airport.

15. (a) Write short note on marker beacon.

Or

- (b) What is an airspace class and also explain the class B airspace?

Part C

(5 × 8 = 40)

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

16. (a) List out the functions of airport authority of India (AAI).

Or

- (b) Write short note on :
- (i) Aerodrome reference point conditions
 - (ii) Greenfield airport

17. (a) Elaborate the conditions for location and number of exit taxiways.

Or

- (b) Explain about the visibility conditions for topography of the aerodrome.

18. (a) Discuss about the common design characteristics of aprons.

Or

- (b) Discuss about the various sources of airport revenues?

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

Or

- (b) List out and explain the types of airport security.

20. (a) List out and explain the various meteorological factors affecting flight operation.

Or

- (b) Explain the description of ATC clearances and its levels.

C-8247

Sub. Code

92035A

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

STRATEGIC AVIATION MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT an element of strategy?
 - (a) Goals and objectives
 - (b) Competitive analysis
 - (c) Supply chain logistics
 - (d) Resource allocation

2. Which of the following best describes a vision statement?
 - (a) It outlines what an organization aims to achieve in the future
 - (b) It is a summary of the company's annual financial report
 - (c) It is a document that only top management uses internally
 - (d) It focuses only on daily operations

3. Which of the following is NOT a method of competitive analysis?
 - (a) SWOT analysis
 - (b) PESTEL analysis
 - (c) Porter's Five Forces
 - (d) Interest Rate Forecasting

4. SWOT analysis evaluates which two types of factors?
 - (a) Local and global
 - (b) Internal and external
 - (c) Tangible and intangible
 - (d) Short-term and long-term

5. Which of the following is NOT one of Porter's generic competitive strategies?
 - (a) Cost Leadership
 - (b) Differentiation
 - (c) Focus
 - (d) Innovation

6. A niche strategy primarily focuses on:
 - (a) Offering products at the lowest cost in the industry
 - (b) Targeting a specific, well-defined segment of the market
 - (c) Providing unique products industry-wide
 - (d) Expanding into international markets

7. Which of the following is NOT one of the elements in McKinsey's 7S Framework?
 - (a) Strategy
 - (b) Structure
 - (c) Systems
 - (d) Sustainability

8. A leader who involves employees in decision-making and encourages participation is demonstrating which leadership style?
 - (a) Autocratic
 - (b) Democratic
 - (c) Laissez-faire
 - (d) Transactional

9. Which of the following is a potential benefit of outsourcing?
 - (a) Increased control over all business processes
 - (b) Reduction in operational costs and access to external expertise
 - (c) Elimination of the need for vendor management
 - (d) Complete retention of proprietary information within the company

10. What is the primary purpose of benchmarking in a strategic context?
- (a) To set internal performance standards without external comparisons
 - (b) To compare one's business processes and performance metrics to industry bests or best practices from other industries
 - (c) To replicate competitors' strategies exactly
 - (d) To avoid adopting practices from other organizations

Part B

(5 × 5 = 25)

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

11. (a) Examine the significance of strategic management.
- Or
- (b) Explain the various techniques of environmental scanning.
12. (a) What are the five forces in Porter's Industry Analysis?
- Or
- (b) How does a firm build synergy?
13. (a) What are the four strategic types in Miles and Snow's Typology?
- Or
- (b) Discuss the primary function of a Directional Policy Matrix.
14. (a) What are the advantages and limitations of Functional structure?
- Or
- (b) Explain the factors influencing Organization Structure.
15. (a) Write a short notes on Bench Marking.
- Or
- (b) Discuss the importance of Corporate Governance Control.

Part C

(5 × 8 = 40)

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

16. (a) What factors should be considered while performing an environmental analysis?

Or

- (b) Discuss the key components of the macro and micro environments.

17. (a) Explain how competitive analysis differs from industry analysis.

Or

- (b) What are the critical factors a company should evaluate when deciding whether to enter an emerging industry as a first mover or a follower?

18. (a) Discuss about the Best Cost Producer Strategy.

Or

- (b) How does the GE Multi-Factor Matrix assist in strategic decision-making for a company's portfolio of businesses?

19. (a) Write short notes on Resource allocation.

Or

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

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

Or

- (b) Explain the purpose of Strategic evaluation and Control.

C-8248

Sub. Code

92035B

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

SUPPLY CHAIN MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is a core aspect of supply chain management?
 - (a) Marketing strategy
 - (b) Inventory management
 - (c) Human resources
 - (d) Financial reporting
2. Demand variability is a common supply chain:
 - (a) Obstacle
 - (b) Advantage
 - (c) Benefit
 - (d) Simplification
3. Distribution network design influences the speed of:
 - (a) Product delivery
 - (b) Employee meetings
 - (c) Office cleaning
 - (d) Marketing presentations
4. The goal of effective distribution is to:
 - (a) Maximize employee breaks
 - (b) Increase office clutter
 - (c) Reduce customer orders
 - (d) Satisfy customer demand efficiently

5. Which of the following is a core aspect of logistics?
 - (a) Inventory management
 - (b) Customer service
 - (c) Product design
 - (d) Marketing strategy

6. A supply chain strategy should be aligned with:
 - (a) Competitors pricing
 - (b) Internal departmental goals
 - (c) Overall competitive strategy
 - (d) Short-term sales targets

7. What is the primary goal of sourcing?
 - (a) Increase sales
 - (b) Reduce procurement costs
 - (c) Maximize production
 - (d) Improve marketing

8. Supply chain coordination aims to:
 - (a) Maximize individual profits
 - (b) Limit information sharing
 - (c) Increase competition
 - (d) Optimize overall performance

9. SRM is used for:
 - (a) Managing customer orders
 - (b) Enhancing supplier collaboration
 - (c) Tracking internal inventory
 - (d) Controlling marketing campaigns

10. The use of IT in a supply chain helps to reduce:
 - (a) Information delays
 - (b) Information accuracy
 - (c) Data availability
 - (d) Data security

Part B

(5 × 5 = 25)

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

11. (a) What are the main decision phases in supply chain management? Explain each briefly.

Or

- (b) Explain how supply chain decisions impact overall business performance.

12. (a) Discuss how technology influences distribution network design.

Or

- (b) Discuss the impact of distribution strategies on customer satisfaction and operational efficiency.

13. (a) Describe the dimensions of logistics.

Or

- (b) Describe different design options for transportation networks.

14. (a) Describe the key factors to consider when assessing a supplier.

Or

- (b) Discuss the importance of strategic partnerships in supply chains.

15. (a) Explain how E-Business impacts supply chain operations.

Or

- (b) What is Internal Supply Chain Management (ISCM)? Explain its role.

Part C

(5 × 8 = 40)

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

16. (a) Describe the evolution of supply chain management from its traditional form to the present day.

Or

- (b) Identify the main obstacles in supply chain performance and suggest possible solutions.

17. (a) What is a framework for network decisions? Explain its importance and how it is used in designing distribution networks.

Or

- (b) Describe the process of facility location selection and its impact on logistics and supply chain operations.

18. (a) Explain in detail the key factors affecting transportation decisions in supply chain management.

Or

- (b) Explain with examples how companies implement tailored transportation strategies.

19. (a) Discuss the importance of supplier selection and assessment in a supply chain.

Or

- (b) How does supplier relationship management contribute to supply chain efficiency? Explain with examples.

20. (a) Explain the key components of the Supply Chain IT framework and their roles.

Or

- (b) Analyze the role of E-Business in supply chain management. How does it improve speed, accuracy, and global reach?

C-8249

Sub. Code

92036A

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Customer loyalty can be improved by:
 - (a) Providing better customer service
 - (b) Reducing product availability
 - (c) Increasing product prices
 - (d) Limiting customer interactions

2. The main purpose of customer segmentation is to:
 - (a) Reduce production costs
 - (b) Improve supplier relationships
 - (c) Personalize customer interactions
 - (d) Limit customer purchases

3. One-to-one relationship marketing focuses on:
 - (a) Selling the same product to all customers
 - (b) Ignoring customer preferences
 - (c) Customizing interactions based on customer needs
 - (d) Reducing customer interactions

4. Channel optimization in CRM ensures:
 - (a) Limiting customer communication
 - (b) Elimination of marketing strategies
 - (c) Maximum utilization of customer touch points
 - (d) Focus only on high-value customers

5. Knowledge management in CRM is important for:
 - (a) Reducing service quality
 - (b) Storing customer interactions
 - (c) Managing supplier data
 - (d) Increasing production costs

6. Supplier Relationship Management (SRM) focuses on:
 - (a) Reducing customer engagement
 - (b) Building better relationships with suppliers
 - (c) Controlling product pricing
 - (d) Managing customer service calls

7. Clickstream analysis helps businesses in:
 - (a) Managing financial accounts
 - (b) Reducing customer service operations
 - (c) Handling supply chain processes
 - (d) Understanding online customer behavior

8. A well-maintained customer database helps in:
 - (a) Limiting customer interactions
 - (b) Improving targeted marketing campaigns
 - (c) Eliminating customer segmentation
 - (d) Reducing company profits

9. CRM strategy resets are needed when:
 - (a) Market conditions change
 - (b) Customer complaints reduce
 - (c) Employee salaries increase
 - (d) Product quality improves

10. Why is ongoing CRM evaluation important?
- (a) To ensure continuous improvement and alignment with business goals
 - (b) To eliminate customer segmentation
 - (c) To increase marketing costs
 - (d) To reduce service quality

Part B

(5 × 5 = 25)

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

11. (a) What is a Service Level Agreement (SLA)? Explain its role in managing customer relationships.
- Or
- (b) How does CRM help businesses optimize customer acquisition and retention?
12. (a) Define one-to-one relationship marketing and explain its benefits for businesses.
- Or
- (b) Explain the role of call centers in CRM and how call scripting enhances customer interactions.
13. (a) How does knowledge management support CRM strategies?
- Or
- (b) Explain Supplier Relationship Management (SRM) and its impact on business operations.
14. (a) What are data warehouses and data mining? How are they useful in CRM?
- Or
- (b) Discuss ethical and legal considerations in CRM data usage.
15. (a) Explain the process of preparing a business plan for CRM adoption.
- Or
- (b) What are the key success factors for CRM implementation in an organization?

Part C

(5 × 8 = 40)

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

16. (a) Define customer satisfaction and explain its relationship with customer loyalty.

Or

- (b) How do businesses segment customers using sales profiling techniques?

17. (a) What is cross-selling and up-selling? Provide examples of how they are used in CRM.

Or

- (b) What is event-based marketing, and how does it support CRM?

18. (a) What is Partner Relationship Management (PRM), and how does it work?

Or

- (b) How does CRM improve Supply Chain Management (SCM)?

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

Or

- (b) What is predictive analytics, and how is it used in CRM?

20. (a) Compare homegrown CRM solutions with outsourced CRM solutions. Which is better and why?

Or

- (b) How can organizations reset their CRM strategy in response to changing market conditions?

C-8251

Sub. Code

92037A

M.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

TRAVEL AND TOURISM MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which company is considered the first professional travel agency in the world?
 - (a) American Express
 - (b) Thomas Cook
 - (c) Jeena & Company
 - (d) Lee & Muirhead India Pvt. Ltd.

2. What was a unique feature of Thomas Cook's first excursions?
 - (a) Free travel for all participants
 - (b) Organized with meal and entertainment
 - (c) Exclusive for government officials
 - (d) Conducted only for business clients

3. Which organization provides accreditation for international travel agencies?
 - (a) PATA
 - (b) IATA
 - (c) TAAI
 - (d) UNWTO

4. Why is diversification important in a travel agency business?
 - (a) It reduces employee workload
 - (b) It eliminates the need for marketing
 - (c) It helps generate revenue from multiple services
 - (d) It limits business risks

5. Which factor is most crucial in itinerary planning?
 - (a) Selection of low-cost airlines
 - (b) Inclusion of only adventure tourism
 - (c) Proper sequencing of destinations and activities
 - (d) Reduction in accommodation options

6. What is a common mistake in itinerary preparation?
 - (a) Providing detailed travel information
 - (b) Considering traveller preferences
 - (c) Overloading the schedule with too many activities
 - (d) Using geographical data for planning

7. What is a major challenge faced by travel trade associations today?
 - (a) Excessive government subsidies
 - (b) Fixed pricing regulations
 - (c) Rapid digitalization and competition from online platforms
 - (d) Decrease in global tourism demand

8. Why is WTTC important for the tourism industry?
 - (a) It provides funding for private travel agencies
 - (b) It manages national park services
 - (c) It evaluates the economic impact of global tourism
 - (d) It operates airline loyalty programs

9. Which of the following is considered an ancillary service in tourism?
- (a) Flight operations
 - (b) Travel insurance
 - (c) Airport construction
 - (d) Airline fuel supply
10. Which factor has the most significant impact on pricing in the accommodation sector?
- (a) Government policies
 - (b) Airline ticket pricing
 - (c) Seasonal demand fluctuations
 - (d) Number of rooms available globally

Part B

(5 × 5 = 25)

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

11. (a) Discuss the role of Thomas Cook in shaping the travel agency business.
- Or
- (b) Differentiate between wholesale and retail travel agencies with suitable examples.
12. (a) Define the key functions of a travel agency.
- Or
- (b) Explain the process of obtaining IATA accreditation for a travel agency.
13. (a) Discuss different types of itineraries used in the travel industry.
- Or
- (b) Discuss different types of costs involved in tour costing.
14. (a) Discuss the significance of IATO and TAAI in the Indian travel industry.
- Or
- (b) Explain the roles and responsibilities of travel trade associations.

15. (a) Explain the sales distribution system.

Or

(b) Explain the roles of accommodation sector.

Part C

(5 × 8 = 40)

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

16. (a) Compare and contrast the different types of tour operators in the tourism industry.

Or

(b) Explain the process and importance of integration between travel agencies and service providers.

17. (a) Explain in detail the various sources of income for a travel agency.

Or

(b) Discuss the role of MICE (Meetings, Incentives, Conferences, and Exhibitions) in travel agency operations.

18. (a) Discuss the role of itinerary planning in enhancing tourist experiences.

Or

(b) Explain the concept of pricing strategies in the tourism industry.

19. (a) Explain the functions of IAPA, ICCA, and IAAI.

Or

(b) Explain the functions of DOT, IHRA and UFTAA.

20. (a) Explain in detail about the transportation sector.

Or

(b) Explain in detail about the ancillary services.

C-8252

Sub. Code

92041A

M.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline and Airport Management

AVIATION AND AIRPORT SECURITY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which law introduced key reforms in aviation security after increased hijacking incidents in the U.S.?
 - (a) Public Law 94 – 245
 - (b) Civil Aviation Reform Act
 - (c) Public Law 93 – 366
 - (d) Transport Reform Act

2. What is the main role of ICAO in global aviation?
 - (a) To handle airline bankruptcy cases
 - (b) To oversee tourism and travel
 - (c) To operate international airports
 - (d) To set international standards for aviation safety and security

3. Which of the following is a major cause of terrorism in the aviation sector, particularly in the Middle East?
 - (a) Rival political and religious claims
 - (b) Lack of aircraft maintenance
 - (c) Climate change
 - (d) Poor customer service

4. What is a key feature of the Sky Marshal or Federal Air Marshal program?
 - (a) Patrolling airport terminals
 - (b) Placing armed officers on commercial flights
 - (c) Operating air traffic control
 - (d) Issuing flight delay alerts

5. Which of the following is used for detecting trace explosives or drugs in airport screening?
 - (a) Metal detector
 - (b) Trace Detection Technology
 - (c) Baggage scanner
 - (d) Laser thermometer

6. What does the concept of “Passenger Interference” in airport security refer to?
 - (a) Cargo theft
 - (b) Security guard miscommunication
 - (c) Flight delays
 - (d) Disruptive behavior by passengers

7. What does the term “Known Shipper” refer to in cargo security?
- (a) A frequent flyer
 - (b) A government agency
 - (c) A verified cargo sender with established security measures
 - (d) An airport employee
8. The term “Administrative Search Exception” allows authorities to conduct searches without what?
- (a) A traditional search warrant
 - (b) Security camera footage
 - (c) Proper flight documentation
 - (d) ID verification
9. What is FACEIT™ technology used for in airport security?
- (a) Fingerprint detection
 - (b) Facial recognition access control
 - (c) Voice command for pilots
 - (d) RFID tagging
10. Which of the following was a major result of the Gore Commission?
- (a) Increase in flight crew salaries
 - (b) Merger of airport operators
 - (c) Rise in airport duty-free sales
 - (d) Recommendations for enhanced aviation security technology

Part B

(5 × 5 = 25)

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

11. (a) What is deregulation? Explain briefly.

Or

- (b) Explain Hijacking Convention.

12. (a) Explain sky marshal program in detail.

Or

- (b) Briefly explain the initial public responses towards hijacking.

13. (a) What are the factors to consider while selecting door frame metal detector?

Or

- (b) Explain briefly about the law enforcement officers at the gate.

14. (a) What is the administrative search exception of fourth amendment? Explain.

Or

- (b) Explain the new laws that are used in the search area.

15. (a) Explain briefly about Body Orifice Security Scanner

Or

- (b) Is computer security needed in aviation industry? Explain briefly.

Part C

(5 × 8 = 40)

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

16. (a) Explain briefly about description of Airport Security program.

Or

- (b) Explain in details on Diplomatic Conference on Air Law.

17. (a) What is Screening Checkpoint Augmentation? Explain in detail.

Or

- (b) Explain profile of a hijacker.

18. (a) Explain Taggants in detail.

Or

- (b) What are the three general concepts for the physical arrangement of the main terminal facility? Explain in detail.

19. (a) Explain the various responsibilities of a cargo carrier.

Or

- (b) Explain known shipper and unknown shipper in detail in cargo security.

20. (a) What is access control? Explain various methods used to control access in airports.

Or

- (b) Explain various types of exterior alarm sensors and factors to consider before buying sensors.
-

C-8253

Sub. Code

92041B

M.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline & Airport Management

AVIATION ANCILLARY SERVICES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is an example of an ancillary service?
 - (a) Aircraft fuel supply
 - (b) Baggage fees
 - (c) Pilot training
 - (d) ATC services

2. Who is responsible for handling checked-in baggage at airports?
 - (a) Cabin crew
 - (b) Ground handlers
 - (c) Air traffic controllers
 - (d) Airline manager

3. Which organization provides international standards for ground handling?
 - (a) FAA
 - (b) ICAO
 - (c) IATA
 - (d) DGCA

4. Ancillary services contribute to airline profitability by:
 - (a) Increasing fuel consumption
 - (b) Reducing customer satisfaction
 - (c) Providing additional revenue streams
 - (d) Reducing cabin crew requirements

5. Market segmentation helps in:
 - (a) Dividing runways
 - (b) Scheduling takeoffs
 - (c) Identifying customer groups
 - (d) Fueling aircrafts

6. Air cargo is documented through a/an:
 - (a) Passenger list
 - (b) Airway Bill
 - (c) Visa
 - (d) Gate pass

7. Which is a component of in-flight ancillary service?
 - (a) Airport runway
 - (b) Wi-Fi access
 - (c) Fuel supply
 - (d) Passport check

8. Which of the following is a key factor in pricing ancillary services?
 - (a) Pilot's salary
 - (b) Market demand
 - (c) Aircraft paint
 - (d) Number of crew

9. Which technology is used to restrict access to secure airport areas?
 - (a) Access control system
 - (b) Ticketing counter
 - (c) Boarding gates
 - (d) Lounge access

10. Annex 17 of ICAO is related to:
 - (a) Cargo weight
 - (b) Aviation security
 - (c) Ticket pricing
 - (d) Airline licensing

Part B

(5 × 5 = 25)

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

11. (a) Explain the classification of airline ancillary services.

Or

- (b) What are the roles of ground handlers in aviation?

12. (a) Define market segmentation and its relevance in aviation.

Or

- (b) What are VIP and CIP services?

13. (a) Write a short note on passenger baggage handling process.

Or

- (b) Differentiate between export and import cargo services.

14. (a) Explain the concept of bundling and unbundling in ancillary pricing.

Or

- (b) Mention the factors that influence pricing decisions.

15. (a) What are the functions of access control and alarm monitoring in airports?

Or

- (b) Write a brief note on security screening infrastructure.

Part C

(5 × 8 = 40)

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

16. (a) Define airline ancillary services and discuss their impact on airline profitability.

Or

- (b) Explain how baggage fees, cabin upgrades, and loyalty programs contribute to airline revenue.

17. (a) What is the significance of passenger handling in ancillary services? Discuss with examples.

Or

- (b) Describe the handling of VIPs, CIP passengers, and special assistance services at airports.

18. (a) Explain the booking and handling process for cargo, especially perishable goods and live animals.

Or

- (b) Discuss the industry relation in air cargo and the importance of the airway bill.

19. (a) Write a note on the preparation and delivery of catering services in airlines.

Or

- (b) Explain how airport operations manage accommodation, hospitality and medical transfers.

20. (a) Discuss the security screening infrastructure and access control mechanisms at airports.

Or

- (b) Analyze the role of digital platforms in enhancing customer experience in ancillary services.

C-8254

Sub. Code

92042A

M.B.A. DEGREE EXAMINATION, APRIL 2026.

Fourth Semester

Airline & Airport Management

FUTURE AVIATION SYSTEMS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is a key goal of commercialisation in airport operations?
 - (a) To limit access to only government-run airlines
 - (b) To reduce passenger traffic and flight frequency
 - (c) To increase revenue through retail, services, and private partnerships
 - (d) To focus only on flight safety and security, ignoring profits
2. What shows a proactive approach to aviation security?
 - (a) Acting only after a cyberattack
 - (b) Only using physical security at airports
 - (c) Adding cybersecurity early in system design
 - (d) Trusting systems are secure by default
3. Why are display rules important in cockpit systems?
 - (a) To let pilots watch entertainment
 - (b) To show useful info based on the flight phase
 - (c) To switch displays randomly for backup
 - (d) To hide navigation info during emergencies

4. What is good resource management in a complex system?
 - (a) Focus only on the top priority
 - (b) Use fewer people to save money
 - (c) Use resources smartly to meet goals
 - (d) Lead to High Employee Turnover
5. What is the main purpose of Human-Machine Interface (HMI)?
 - (a) Make hardware cheaper
 - (b) Let machines work without people
 - (c) Help users and systems work together
 - (d) Make systems harder to access
6. What is a common problem with information in complex systems?
 - (a) Only using visuals without sound
 - (b) Showing too much info at once
 - (c) Using colors to highlight info
 - (d) Giving alerts wily in emergencies
7. What is the benefit of Free Flight in air traffic?
 - (a) Pilots pick their own routes to save fuel
 - (b) Controllers guide every plane manually
 - (c) Planes follow strict paths for safety
 - (d) Planes stay at fixed heights no matter what
8. What does the Future Air Navigation System (FANS) do?
 - (a) Provide passenger entertainment
 - (b) Let pilots and controllers talk digitally beyond radar range
 - (c) Replace OPS
 - (d) Manage airport ground traffic

9. What can happen to people in high-stress aviation jobs?
- (a) Better multitasking with no issues
 - (b) More stress, fatigue, and poor decisions
 - (c) No mistakes thanks to training
 - (d) Less need to talk to others
10. What does “functional impact” mean in system performance?
- (a) How features affect user happiness
 - (b) How system design helps get work done
 - (c) How much extra functions cost
 - (d) How the system looks visually

Part B

(5 × 5 = 25)

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

11. (a) Explain the challenges in Asia/Pacific.
- Or
- (b) Describe the challenge to move to value based IT procurement.
12. (a) Explain about the crew culture.
- Or
- (b) Describe the CRM and about the leadership.
13. (a) Explain the changes within human factors.
- Or
- (b) Narrate the selection or background issues.
14. (a) Explain about ATC today.
- Or
- (b) Describe about ATM.

15. (a) Explain the psychological impact.

Or

(b) Describe the complementary services in ergonomics.

Part C

(5 × 8 = 40)

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

16. (a) Narrate about gate-gate concept.

Or

(b) Describe the commercial and privatization of airports.

17. (a) Explain about one CRM program history.

Or

(b) Explain the Grid and cockpit display objective.

18. (a) Explain the human machine interface and certification.

Or

(b) Describe about the mental models and cognitive issues.

19. (a) Explain about oceanic operations and emerging concepts.

Or

(b) List out the benefits of the future traffic management system and airlines.

20. (a) Distinguish about personalizing travel and developing world wide norms.

Or

(b) Explain about the passenger communications and mobility in the aircraft.

C-8255

Sub. Code

92042B

M.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline & Airport Management

CABIN CREW MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which crew member supervises other cabin crew during flight?
 - (a) Ground staff
 - (b) Senior cabin crew
 - (c) Loadmaster
 - (d) Captain

2. What document validates the competency of a cabin crew member?
 - (a) Boarding pass
 - (b) Visa
 - (c) Cabin crew competency card
 - (d) Ticket

3. SEP refers to
 - (a) Senior Executive Personnel
 - (b) Safety and Emergency Procedures
 - (c) Standard Emergency Protocol
 - (d) Scheduled Evaluation Program

4. AVSEC stands for
 - (a) Aviation Secure Cargo
 - (b) Aviation Security
 - (c) Aircraft Sectional Control
 - (d) Aero Safety Evaluation Centre

5. Recurrent training is conducted to:
 - (a) Train new recruits
 - (b) Review knowledge of experienced crew
 - (c) Perform cabin cleaning
 - (d) Review aircraft speed

6. Flight deck checks ensure
 - (a) Entertainment systems are working
 - (b) Uniformity in grooming
 - (c) Coordination between pilots and cabin crew
 - (d) Ticket confirmation

7. Cross-cultural learning improves
 - (a) Grooming
 - (b) Aircraft maintenance
 - (c) Communication with diverse passengers
 - (d) Emergency landing

8. Conflict management skills help cabin crew to
 - (a) Argue with passengers
 - (b) Avoid passenger interactions
 - (c) Resolve passenger complaints calmly
 - (d) Delay service intentionally

9. Makeup should be
 - (a) Bold and colorful
 - (b) Minimal and professional
 - (c) Overdone for visibility
 - (d) Not used

10. Uniform regulations include:
 - (a) Wearing jeans and T-shirts
 - (b) Wearing personal clothes
 - (c) Wearing company-approved attire
 - (d) Wearing jogging suits

Part B

(5 × 5 = 25)

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

11. (a) Explain the minimum requirements for becoming a cabin crew.

Or

- (b) Write about the responsibilities of a cabin crew during flight.

12. (a) Describe the responsibilities of a cabin crew safety training manager.

Or

- (b) Explain the responsibilities of a CRM instructor in an airline.

13. (a) Write a note on cabin crew training material and practical notes.

Or

- (b) What are the responsibilities during flight deck checks?

14. (a) Describe the importance of team building and stress management.

Or

- (b) Explain cross-cultural learning and professional etiquette.

15. (a) Describe daily grooming requirements for cabin crew.

Or

- (b) Explain any five uniform regulations for cabin crew.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the organisational chart of an airline and role of communication in the cabin crew team.

Or

- (b) Explain the assessment methods used for evaluating cabin crew performance.

17. (a) Describe in detail the qualification criteria and training for SEP instructors.

Or

- (b) What are dangerous goods and how should cabin crew respond to them?

18. (a) Explain the structure, purpose, and content of recurrent training.

Or

- (b) Write an essay on the different stages of initial cabin crew training.

19. (a) Explain self-image building and conflict management in personality development.

Or

(b) Describe the importance of customer relationship and time management for cabin crew.

20. (a) Explain a complete grooming routine including skincare, haircare, and makeup.

Or

(b) Write in detail about uniform regulations, manicure, pedicure, walking and sitting style.
