

C-7864

Sub. Code

91513

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

First Semester

Airline & Airport Management

MANAGEMENT PROCESS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary requirement for a successful business?
 - (a) Adequate capital
 - (b) Government policies
 - (c) High marketing budget
 - (d) Strong leadership

2. Which form of business organization is owned and managed by a single individual?
 - (a) Partnership
 - (b) Sole Trader
 - (c) Joint Stock Company
 - (d) Cooperative

3. Which of the following is considered a function of management?
 - (a) Planning
 - (b) Marketing
 - (c) Accounting
 - (d) Financing

4. Scientific management focuses on:
 - (a) Improving productivity through standardization
 - (b) Managing human resources in the workplace
 - (c) Training employees for specialized roles
 - (d) Increasing the budget of the organization

5. Which of the following is NOT a type of planning?
 - (a) Operational planning
 - (b) Strategic planning
 - (c) Tactical planning
 - (d) Emotional planning

6. Which of the following is the correct sequence of the decision-making process?
 - (a) Identify alternatives, select, implement, analyze
 - (b) Analyze, identify alternatives, select, implement
 - (c) Identify problem, analyze, select, implement
 - (d) Analyze, identify problem, select, implement

7. Which of the following best describes 'span of control' in an organization?
 - (a) The total number of departments in the organization
 - (b) The number of subordinates a manager can directly supervise
 - (c) The number of levels in the organizational hierarchy
 - (d) The amount of control an organization has over external factors

8. In a line-and-staff organization, staff personnel:
- (a) Make all key decisions
 - (b) Only give advice and support to line managers —
 - (c) Directly supervise workers
 - (d) Handle technical and specialized tasks
9. Which of the following is NOT a type of control in an organization?
- (a) Budgetary controls
 - (b) Non-budgetary controls
 - (c) Emotional controls
 - (d) Strategic controls
10. The need for coordination in an organization is most important for:
- (a) Increased competition
 - (b) Smooth functioning of operations
 - (c) Improving profit margins
 - (d) Expanding the market share

Part B

(5 × 5 = 25)

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

11. (a) Define business and explain the relationship between business and profession.

Or

- (b) Discuss the importance of a business organization and the key requirements for a successful business.

12. (a) Define management and explain whether it is a science or an art.

Or

- (b) Describe the functions of management and explain how they contribute to organizational success.
13. (a) Explain the meaning and purpose of planning in an organization. Discuss the steps involved in the planning process.

Or

- (b) What is decision-making? Explain the different types of decisions that managers face in an organization.
14. (a) Define organizational structure and explain its importance in achieving business objectives.

Or

- (b) Discuss the concepts of delegation and centralization, and explain their roles in effective management.
15. (a) Explain the nature and purpose of directing in management.

Or

- (b) Discuss the importance of coordination in an organization and describe the control process, including both budgetary and non-budget controls.

Part C

(5 × 8 = 40)

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

16. (a) Explain the meaning of “business” and “profession.” Discuss their differences and similarities with examples.

Or

- (b) Discuss the importance of business organizations in the economy. Explain the factors that influence the selection of a particular form of business organization.

17. (a) Define management and explain the nature of management as both a science and an art. Provide examples to support your argument.

Or

- (b) Discuss the evolution of management theory from classical to modern management. How have these theories impacted contemporary management practices?

18. (a) What is planning in management? Explain the various types of planning and their relevance to organizational success.

Or

- (b) Define decision-making in management. Explain the decision-making process and how managers evaluate alternatives before making a decision.

19. (a) Describe the different types of organizational structures (e.g., functional, divisional, matrix). Discuss their benefits and drawbacks in terms of management efficiency.

Or

- (b) Explain the process of delegation and its importance in managerial effectiveness. How does delegation differ from centralization in an organization?
20. (a) Define the concept of directing in management. Explain how directing influences employee motivation and organizational productivity.

Or

- (b) Discuss the need for coordination in management. Explain how both budgetary and non-budgetary controls contribute to organizational performance and goal achievement.
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C-7865

Sub. Code

91514

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

First Semester

Airline & Airport Management

ACCOUNTING FOR MANAGERS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of a Ledger in accounting?
 - (a) To record financial transactions
 - (b) To summarize journal entries
 - (c) To prepare final accounts
 - (d) To file tax returns

2. Which of the following is an example of a Nominal Account?
 - (a) Cash Account (b) Building Account
 - (c) Salary Account (d) Capital Account

3. What is the purpose of a Trial Balance?
 - (a) To record all transactions
 - (b) To check the arithmetical accuracy of ledger accounts
 - (c) To calculate net profit
 - (d) To prepare cash flow statements

4. Which of the following is a subsidiary book?
 - (a) Ledger
 - (b) Journal
 - (c) Cash Book
 - (d) Trial Balance

5. What is the primary objective of Cost Accounting?
 - (a) To determine the financial position of the business
 - (b) To calculate and control costs
 - (c) To comply with tax regulations
 - (d) To prepare financial statements

6. Which of the following best describes Management Accounting?
 - (a) Recording financial transactions
 - (b) Reporting financial position to shareholders
 - (c) Assisting management in decision-making
 - (d) Preparing tax returns

7. What is a Cost Sheet used for?
 - (a) To record financial transactions
 - (b) To determine the total cost of production
 - (c) To prepare tax returns
 - (d) To prepare final accounts

8. Which of the following is included in Stores Control?
 - (a) Maximum and Minimum Levels
 - (b) Ledger Balancing
 - (c) Bank Reconciliation
 - (d) Trial Balance Preparation

9. Which analysis helps in understanding the impact of cost, volume, and profit on business operations?
 - (a) Cost-Benefit Analysis
 - (b) Cost-Volume-Profit Analysis
 - (c) Variance Analysis
 - (d) Ratio Analysis

10. Which of the following is NOT a type of budget?
- (a) Cash Budget (b) Flexible Budget
(c) Capital Budget (d) Inventory Budget

Part B

(5 × 5 = 25)

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

11. (a) What are journal entries? Provide examples of atleast three transactions.

Or

- (b) Explain the role of a ledger in accounting. How is it different from a journal?

12. (a) What are subsidiary books? Explain any three types.

Or

- (b) Discuss the significance of cash books and explain its types.

13. (a) Explain the different elements of cost with suitable examples.

Or

- (b) Discuss the concept of cost classification and its types.

14. (a) Explain labour cost and its components with examples.

Or

- (b) What are direct and indirect costs? Give examples.

15. (a) Explain the importance of budgeting in financial planning.

Or

- (b) Differentiate between fixed and flexible budgets.

Part C

(5 × 8 = 40)

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

16. (a) What are the branches of accounting? Briefly describe each.

Or

- (b) Discuss the advantages and limitations of accounting.
17. (a) How do adjustments impact the preparation of final accounts? Explain with examples.

Or

- (b) Differentiate between trading and manufacturing accounts with examples.
18. (a) How does Cost Accounting help in decision-making for businesses?

Or

- (b) Describe the merits and demerits of Cost Accounting.
19. (a) Define remuneration and incentives. How do they impact employee performance?

Or

- (b) Explain the process of cost control and cost reduction in an organization.
20. (a) What are the different types of budgets used in business organizations?

Or

- (b) How does budget preparation help in cost control and decision-making?

C-7866

Sub. Code

91515

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

First Semester

Airline and Airport Management

COMPUTER APPLICATIONS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The speed of a computer is measured in:
 - (a) Bits per second
 - (b) Hertz
 - (c) Bytes
 - (d) Instructions per second

2. The third generation of computers used:
 - (a) Vacuum tubes
 - (b) Transistors
 - (c) Integrated circuits
 - (d) Microprocessors

3. An example of application software is:
 - (a) Linux
 - (b) Microsoft Excel
 - (c) Disk Operating System
 - (d) BIOS

4. Which DOS command is used to view the contents of a directory?
 - (a) DIR
 - (b) MD
 - (c) CD
 - (d) DEL

5. In Microsoft Word, a wizard is:
 - (a) A spell-checking tool
 - (b) A guide to help create documents
 - (c) A formatting feature
 - (d) An advanced paragraph tool

6. In Excel, the formula to calculate the average of cells B1 to B10 is:
 - (a) = AVERAGE (B1 : B 10)
 - (b) = MEAN (B1 : B10)
 - (c) = SUM (B1 : B10)/10
 - (d) = CALCULATE (B1 : B10)

7. In PowerPoint design templates are used to:
 - (a) Add animations
 - (b) Create a consistent layout and style
 - (c) Insert videos
 - (d) Manage slide transitions

8. Artificial Intelligence focuses on:
 - (a) Automating repetitive tasks
 - (b) Simulating human intelligence
 - (c) Building faster computers
 - (d) Creating databases

9. The environment of an intelligent agent includes:
 - (a) Only the user interface
 - (b) Sensors and actuators
 - (c) Both internal and external elements
 - (d) Logical components only

10. Which of the following best defines a rational agent in AI?
- (a) An agent that always learns
 - (b) An agent that optimizes its actions to achieve goals
 - (c) An agent that acts randomly to solve problems
 - (d) An agent that focuses on one task at a time

Part B

(5 × 5 = 25)

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

11. (a) Explain the different classifications of computers based on functionality.

Or

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

12. (a) Describe the key features of computer hardware and software.

Or

- (b) Discuss the different generations of computers with examples.

13. (a) Explain the process of enhancing documents using formatting tools in Word.

Or

- (b) Discuss the advantages of using spell-check and find-replace functions in Word.

14. (a) Explain the steps to create and modify a chart in Excel.

Or

- (b) Discuss the use of animations and transitions in PowerPoint presentations.

15. (a) Describe the concept of problem-solving agents in artificial intelligence.

Or

- (b) Discuss the structure and components of an intelligent agent.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the evolution of computers and their role in modern technology.

Or

- (b) Discuss the characteristics, applications, and benefits of computers.

17. (a) Explain the functions and significance of the Disk Operating System (DOS).

Or

- (b) Discuss the key differences between hardware and software in a computer system.

18. (a) Explain the key features and uses of Microsoft Word in document creation.

Or

- (b) Discuss the role of Mail Merge and its practical applications in Word.

19. (a) Describe the process of formatting a worksheet and adding charts in Excel.

Or

- (b) Discuss the importance of design templates in creating effective PowerPoint presentations.

20. (a) Explain the concept of rationality in artificial intelligence with examples.

Or

- (b) Analyze the role of agents and environments in AI problem-solving.

C-7867

Sub. Code

91523

B.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline and Airport Management

**PRINCIPLES OF AIRLINE AND AIRPORT
MANAGEMENT**

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What does FAA stand for?
 - (a) Federal Avionics Administration
 - (b) Fedex Aircraft Administration
 - (c) Flying Aviation Administration
 - (d) Federal Aviation Administration
2. Altitude in aviation is measured in?
 - (a) Feet
 - (b) Meters
 - (c) Kilometers
 - (d) Miles
3. What does ICAO stand for?
 - (a) International Civil Aviation Organization
 - (b) Intense Civil Aviation Operations
 - (c) Interstate Civil Operations
 - (d) None of these
4. What is the primary purpose of airport security screening?
 - (a) To improve passenger experience
 - (b) To detect and prevent prohibited items from being brought onto aircraft
 - (c) To reduce waiting times for passengers
 - (d) To provide entertainment for travelers

5. What does ATC stand for in the context of airport safety?
 - (a) Airport Terminal Control
 - (b) Aircraft Traffic Coordination
 - (c) Airline Travel Center
 - (d) Air Traffic Control

6. What is the purpose of aircraft maintenance in the aviation industry?
 - (a) To increase ticket prices for passengers
 - (b) To ensure aircraft are aesthetically pleasing
 - (c) To maintain the airworthiness and safety of aircraft
 - (d) To reduce the weight of the aircraft

7. What is the function of an airport's emergency response team?
 - (a) To provide entertainment during airport events
 - (b) To handle various emergencies, including medical incidents, fires, and aircraft accidents
 - (c) To assist travelers with baggage handling
 - (d) To manage airport marketing and promotions

8. What is the role of airfield signage at airports?
 - (a) To provide information about nearby tourist attractions
 - (b) To guide pilots and prevent confusion on the taxiways and runways
 - (c) To display flight schedules for passengers
 - (d) To offer discounts and promotions to travelers

9. What is the purpose of regular communication between pilots and air traffic controllers?
 - (a) To share the latest gossip and news updates
 - (b) To ensure pilots have access to in-flight entertainment options
 - (c) To coordinate safe movement and flight operations
 - (d) To offer discounts and promotions to pilots

10. Why is it essential to have well-designed airport lighting systems?
- (a) To illuminate airport buildings for better visibility
 - (b) To showcase airport architecture and design
 - (c) To reduce energy consumption at the airport
 - (d) To ensure visibility and safe navigation for aircraft

Part B

(5 × 5 = 25)

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

11. (a) Major players in airline industry.

Or

- (b) Current challenges in airline industry.

12. (a) Write about Ground handling agencies and about their documents?

Or

- (b) Write about crew management and documentation?

13. (a) Describe about Domestic passenger terminal management.

Or

- (b) Cargo terminal: Domestic Distinguish.

14. (a) Difference between travel agents and tour operators.

Or

- (b) What are the elements of tour operations?

15. (a) List out the airport operations.

Or

- (b) Write about the airport functions.

Part C

(5 × 8 = 40)

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

16. (a) History of Aviation.

Or

(b) Write about the aviation organisations IATA and DGCA?

17. (a) Who is an airport operator? Write about the international terminal procedures for the passengers in the terminal?

Or

(b) Discuss about the ramp services?

18. (a) Distinguish about airport operational area and about the terminal planning?

Or

(b) Name the International and Indian tourist attractions with the description?

19. (a) What is airside management and describe about its Ground safety?

Or

(b) Write about the Global and Indian scenario of airport management?

20. (a) Write about the aviation authorities : DGCA and AAI.

Or

(b) Write about the role of a travel agent?

C-7868

Sub. Code

91524

B.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline and Airport Management

BASICS OF 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 challenge faced by the aviation industry?
 - (a) Safety and security concerns
 - (b) Environmental impact
 - (c) Economic downturns
 - (d) All of the above

2. What is the role of aircraft manufacturers in the aviation industry?
 - (a) Designing and building aircraft
 - (b) Operating airlines
 - (c) Managing airports
 - (d) Providing air traffic control services

3. What is the primary function of an airport?
 - (a) To provide air traffic control services
 - (b) To operate airlines
 - (c) To manage ground handling activities
 - (d) To facilitate passenger and cargo movement

4. What is the name of the Indian airport that is also known as the “Gateway of India”?
 - (a) Mumbai Airport
 - (b) Delhi Airport
 - (c) Bangalore Airport
 - (d) Chennai Airport

5. Which of the following is a type of passenger handling activity?
 - (a) Handling unaccompanied minors
 - (b) Handling disabled passengers
 - (c) Handling VIP passengers
 - (d) All of the above

6. What is the role of the airline’s customer service team?
 - (a) To provide customer service
 - (b) To manage passenger flow
 - (c) To ensure passenger safety and security
 - (d) To handle passenger baggage

7. What is the role of the airport’s operations team?
 - (a) To manage airport operations
 - (b) To operate airlines
 - (c) To provide air traffic control services
 - (d) To oversee aviation safety and security

8. Which of the following is a type of airport service?
 - (a) Airside safety
 - (b) Landside safety
 - (c) Passenger handling
 - (d) All of the above

9. What is the role of situational awareness in airport crisis management?
 - (a) To anticipate and respond to crises
 - (b) To manage airport operations efficiently
 - (c) To provide customer service
 - (d) To ensure passenger safety and security

10. What is NOT the role of situational awareness in airport crisis management?
- (a) To provide customer service
 - (b) To manage airport operations efficiently
 - (c) To anticipate and respond to crises
 - (d) To ensure passenger safety and security

Part B

(5 × 5 = 25)

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

11. (a) What are the primary drivers of growth in the aviation industry?

Or

- (b) What are the primary Issues and challenges in the aviation industry?

12. (a) Describe the role of the International Air Transport Association (IATA) in the aviation industry.

Or

- (b) List some major airports in world.

13. (a) What are the key steps involved in the passenger check-in process?

Or

- (b) Discuss the importance of customer service in passenger handling.

14. (a) Describe the role of airport operations staff in ensuring safe and efficient airport operations.

Or

- (b) Describe the standard operating procedures for airside activities, including aircraft movement and ground handling.

15. (a) Describe the importance of post-crisis review and analysis in improving airport crisis management.

Or

- (b) Describe the importance of emergency response planning in airport operations.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the impact of globalization on the aviation industry, including its effects on airlines, airports, and passengers.

Or

- (b) What are the key trends shaping the future of the aviation industry, and how will they affect its growth and development?

17. (a) Discuss the key challenges faced by airports in managing capacity and demand, and how they can be addressed.

Or

- (b) Discuss the role of national aviation authorities in regulating the aviation industry.

18. (a) Describe the process of handling passengers with special needs, including those with disabilities and unaccompanied minors.

Or

- (b) What are the key technologies being used to improve passenger handling, including self-service check-in and biometric screening?

19. (a) Discuss the importance of safety and security in airport operations, and how they can be ensured.

Or

- (b) Discuss the key challenges faced by airports in managing airside and landside activities.

20. (a) Analyze the key challenges faced by airports in responding to crises, including natural disasters and security threats.

Or

- (b) Explain the SOP for bomb threat.

C-7869

Sub. Code

91525

B.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline & Airport Management

BUSINESS LAW

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Who among the following can enter into a contract?
 - (a) Minor
 - (b) Unsound mind
 - (c) Insolvent
 - (d) Major with sound mind

2. An agreement to sell becomes a sale when
 - (a) Contract is signed
 - (b) Payment is made
 - (c) Goods are delivered
 - (d) Property passes to buyer

3. The document that invites the public to subscribe shares is called
 - (a) MOA
 - (b) AOA
 - (c) Prospectus
 - (d) Certificate of Incorporation

4. MRTP deals with
 - (a) Environmental control
 - (b) Industrial licensing
 - (c) Monopolistic practices
 - (d) Taxation

5. Which of the following is not a type of intellectual property?
 - (a) Patent
 - (b) Copyright
 - (c) Trademark
 - (d) Money

6. The agreement which is enforceable by law is called
 - (a) Contract
 - (b) Promise
 - (c) Proposal
 - (d) Consideration

7. A person who is employed to act on behalf of another is called
- (a) Principal
 - (b) Client
 - (c) Agent
 - (d) Buyer
8. Articles of Association deal with
- (a) Objectives
 - (b) Internal rules
 - (c) Legal status
 - (d) Share capital only
9. The Central Sales Tax is applicable on
- (a) State sales
 - (b) Inter-state sales
 - (c) Service sales
 - (d) Real estate
10. Which of the following is covered under IPR?
- (a) Machinery
 - (b) Plant
 - (c) Trademark
 - (d) Inventor

Part B

(5 × 5 = 25)

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

11. (a) What is meant by consideration? State the essentials of valid consideration.

Or

- (b) Explain the duties of an agent towards the principal.

12. (a) Distinguish between MOA and AOA.

Or

- (b) Explain the statutory powers of SEBI.

13. (a) Describe how the Consumer Protection Act empowers consumers.

Or

- (b) What are the various forms of business organizations' in India?

14. (a) What are the essential elements of a contract of sale?

Or

- (b) What are the different types of companies under the Companies Act, 2013?

15. (a) Differentiate between Central Sales Tax and State Sales Tax.

Or

- (b) Discuss Void, Voidable, and Illegal Contracts with suitable examples.

Part C

(5 × 8 = 40)

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

16. (a) Define 'Offer' and explain its types and legal rules governing valid offer.

Or

- (b) Define goods. Explain different types of goods with examples.

17. (a) Define Prospectus. What are its types and importance?

Or

- (b) Explain the features and objectives of the MRTP Act. What are its limitations?

18. (a) Explain the significance of Intellectual Property Rights and their impact on businesses.

Or

- (b) Define contract and explain its classification under Indian Contract.

19. (a) Explain the rights and duties of Consumers.

Or

(b) What are the conditions and warranties under the Sale of Goods Act?

20. (a) Explain the documents to be filed with the registrar of companies prior to incorporation.

Or

(b) Describe the Central Excise Act and its role in tax administration.

C-7870

Sub. Code

91533

B.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

AVIATION ANCILLARY SERVICES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. Aircraft line maintenance includes
 - (a) Selling tickets
 - (b) Routine checks and minor repairs
 - (c) Flight scheduling
 - (d) Passenger services

2. Which of the following is NOT an ancillary service?
 - (a) Cargo handling
 - (b) In-flight advertising
 - (c) Air traffic control
 - (d) Aircraft leasing

3. Self-handling in ground operations refers to
 - (a) Hiring third-party handlers
 - (b) Airlines managing ground operations themselves
 - (c) Outsourcing ramp handling services
 - (d) Delegating tasks to airport authorities

4. Loyalty programs are designed to
 - (a) Reduce flight delays
 - (b) Reward frequent flyers
 - (c) Simplify baggage handling
 - (d) Improve catering services

5. Which document is essential for freight forwarding services?
 - (a) Boarding pass
 - (b) Air Waybill
 - (c) Passenger manifest
 - (d) Flight schedule

6. Ground handlers assist with
 - (a) Crew training
 - (b) Ramp handling and refueling
 - (c) Aircraft design
 - (d) Flight operations management

7. The primary goal of ancillary revenue is to
 - (a) Reduce operational costs
 - (b) Increase airline profitability
 - (c) Manage baggage effectively
 - (d) Improve airport infrastructure

8. What does the term “attached products” refer to in ancillary services?
 - (a) Services provided by external agencies
 - (b) Products bundled with ticket purchases
 - (c) Independent services offered at airports
 - (d) Advertisements on boarding passes

9. Catering services in aviation must ensure
 - (a) Cost-cutting measures
 - (b) Compliance with hygiene and safety standards
 - (c) Minimal variety in food options
 - (d) Reduced service times

10. Specialized passenger handling is essential for
 - (a) Domestic travelers
 - (b) VIPs and physically challenged passengers
 - (c) Airline staff
 - (d) Economy class passengers

Part B

(5 × 5 = 25)

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

11. (a) Discuss the importance of refueling services and ramp handling in aviation operations.

Or

- (b) Explain the role of computer reservation systems (CRS) in aviation.

12. (a) Compare and contrast self-handling and outsourcing in ground handling operations.

Or

- (b) Explain the responsibilities of ground handlers in ensuring smooth operations.

13. (a) Describe the passenger handling process at transit and arrival terminals.

Or

- (b) Discuss the challenges in handling baggage for VIPs and physically challenged passengers.

14. (a) Analyze the role of airport management in ancillary service delivery.

Or

- (b) Discuss the process of ensuring food safety and security in aviation catering services.

15. (a) Explain how airlines use travel insurance and vacation packages to generate ancillary revenue.

Or

- (b) Discuss the significance of a la carte services in enhancing customer experience.

Part C

(5 × 8 = 40)

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

16. (a) Explain the key ancillary services provided by airlines and their impact on operations.

Or

- (b) Discuss the importance of aircraft leasing, with and without crew, in airline management.

17. (a) Evaluate the IATA Ground Handling Council's contributions to global standards.

Or

- (b) Discuss ground handling responsibilities using relevant case studies.

18. (a) Analyze the specialized passenger handling services for VIPs and physically challenged individuals.

Or

- (b) Explain the role of medical and hospitality services in passenger handling.

19. (a) Discuss the preparation and operational processes involved in aviation catering.

Or

- (b) Analyze the importance of inter-terminal transfers and airport operations in ancillary services.

20. (a) Explain the various types of ancillary revenue streams used by airlines to enhance profitability.

Or

- (b) Discuss the role of partnerships and third-party advertising in airline ancillary services.
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C-7871

Sub. Code

91534

B.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

AIRLINE AND AIRPORT MARKETING MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which element is critical in airline product differentiation?
 - (a) Ticket distribution system
 - (b) In-flight services
 - (c) Uniform pricing strategy
 - (d) Cargo handling facilities

2. What is the key focus of focus strategies in airline marketing?
 - (a) Reducing costs across all operations
 - (b) Targeting a specific market segment
 - (c) Expanding global operations
 - (d) Increasing cargo capacity

3. What is the purpose of relationship marketing in the airline industry?
 - (a) Attracting one-time customers
 - (b) Building long-term customer loyalty
 - (c) Reducing competition
 - (d) Lowering ticket prices

4. Which component is crucial for air freight market strategy?
 - (a) Flexible fare pricing
 - (b) Effective distribution channels
 - (c) Cost leadership strategy
 - (d) Frequent flyer programs

5. What does airport revenue management primarily focus on?
 - (a) Reducing landing fees
 - (b) Maximizing income from various airport services
 - (c) Increasing passenger ticket prices
 - (d) Standardizing airport facilities

6. What is a major factor influencing airport marketing success?
 - (a) Uniform infrastructure design
 - (b) Effective regional partnerships
 - (c) Elimination of non-aviation services
 - (d) Reducing travel agency roles

7. Which term refers to offering unique products in the airline market to gain a competitive edge?
 - (a) Cost control
 - (b) Product differentiation
 - (c) Standardization
 - (d) Market penetration

8. What is the focus of the hub-and-spoke model in airport operations?
 - (a) Reducing passenger flow
 - (b) Centralizing airline operations through key airports
 - (c) Standardizing airline routes
 - (d) Eliminating regional connectivity

9. Which service is an example of non-aviation revenue in airports?
 - (a) Airline ticketing
 - (b) Retail shops inside the airport
 - (c) Cargo transportation
 - (d) Runway usage fees

10. What is one key benefit of commercial airport marketing?
 - (a) Reducing the number of airlines at the airport
 - (b) Attracting investment and increasing customer engagement
 - (c) Limiting non-aviation services
 - (d) Restricting advertising campaigns

Part B

(5 × 5 = 25)

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

11. (a) Discuss the impact of product differentiation on airline competitiveness.

Or

- (b) Analyze the role of the distribution system in air freight marketing.

12. (a) Explain the importance of market research in developing airline marketing strategies.

Or

- (b) Evaluate the significance of pricing policies in air freight revenue management.

13. (a) Discuss the economic contributions of airport enterprises to local and national economies.

Or

- (b) Analyze the role of regional governance in managing airport enterprises.

14. (a) Explain how aviation hubs contribute to the success of the airline industry.

Or

- (b) Discuss the role of airport alliances in enhancing global connectivity.

15. (a) Evaluate the logistics services provided by airports and their influence on revenue.

Or

- (b) Discuss the challenges and strategies of implementing airport marketing planning.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the importance of customer segmentation in airline marketing strategies.

Or

- (b) Evaluate the role of customer satisfaction in retaining airline customers.

17. (a) Discuss the anatomy of airline sales planning and its impact on revenue.

Or

- (b) Evaluate the effectiveness of marketing communication techniques in the airline industry.

18. (a) Analyze how non-aviation services contribute to airport branding.

Or

- (b) Discuss the role of innovative practices in airport marketing planning.

19. (a) Evaluate the case of London City Airport as a best-in-class example of airport marketing.

Or

(b) Discuss the impact of strategic airport alliances on air freight markets.

20. (a) Explain the evolution of airport marketing from traditional to modern approaches.

Or

(b) Discuss how consulting services help airports stay competitive in the aviation industry.

C-7872

Sub. Code

91535

B.B.A. DEGREE EXAMINATION, APRIL 2026

Third Semester

Airline and Airport Management

PRINCIPLES OF LOGISTICS MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The history and evolution of logistics highlight
 - (a) The importance of manual systems
 - (b) The development of supply chain practices
 - (c) The rise of marketing strategies
 - (d) The reduction of customer needs

2. Retail logistics refers to
 - (a) Managing inventory for small businesses
 - (b) Distribution and storage for retail outlets
 - (c) Transporting goods by air only
 - (d) Coordination between suppliers and customers

3. The term “competitive advantage” in logistics means
 - (a) Offering better services than competitors
 - (b) Reducing costs below competitors
 - (c) Enhancing customer satisfaction
 - (d) All of the above

4. The process of integrated logistics management involves
 - (a) Focus on isolated activities
 - (b) Collaboration across all departments
 - (c) Manual handling of resources
 - (d) Independent decision-making

5. Agile logistics strategy focuses on
 - (a) Reducing costs only
 - (b) Responding quickly to market demands
 - (c) Long-term inventory storage
 - (d) Maintaining fixed schedules

6. What is COD in air freight logistics?
 - (a) Cash on Delivery
 - (b) Cargo on Demand
 - (c) Cost of Dispatch
 - (d) Consolidation of Documents

7. Dangerous goods (DGR) in logistics are managed by
 - (a) Following international safety standards
 - (b) Avoiding their transportation
 - (c) Using basic documentation
 - (d) Relying on manual inspections

8. The term “EDI” in logistics stands for
 - (a) Electronic Data Integration
 - (b) Electronic Data Interchange
 - (c) Efficient Delivery Information
 - (d) Enhanced Delivery Intelligence

9. Scanning technology in logistics ensures
 - (a) Faster customer response
 - (b) Accurate inventory tracking
 - (c) Reduced transportation time
 - (d) Simplified manual processes

10. The inbound supply chain focuses on
 - (a) Delivery of goods to customers
 - (b) Receiving raw materials or supplies
 - (c) Packaging finished goods
 - (d) Tracking, inventory levels

Part B

(5 × 5 = 25)

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

11. (a) Define logistics and discuss its importance in modern business.

Or

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

12. (a) Describe the role of logistics management in achieving organizational goals.

Or

- (b) Discuss the evolution of logistics management and its modern applications.

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

Or

- (b) Discuss the process of implementing a logistics strategy in an organization.

14. (a) Analyze the role of consolidation in air freight logistics.

Or

- (b) Describe the key steps involved in handling hazardous goods in logistics.

15. (a) Explain the importance of artificial intelligence in logistics.

Or

- (b) Discuss the impact of barcoding and scanning technology on logistics operations.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the interface between logistics and marketing with suitable examples.

Or

- (b) Discuss the significance of emerging concepts in logistics for competitive advantage.

17. (a) Explain the framework of logistics management and its role in achieving efficiency.

Or

- (b) Evaluate the strategic role of logistics in organizational success.

18. (a) Describe the various logistics strategies and their applications in modern business.

Or

- (b) Analyze the challenges and opportunities in designing a logistical strategy.

19. (a) Discuss the importance of documentation in air freight forwarding.

Or

(b) Explain the key processes in managing special cargoes in air freight logistics.

20. (a) Evaluate the role of communication systems in logistics and supply chain management.

Or

(b) Discuss the future trends of technology, such as artificial intelligence, in logistics operations.

C-7873

Sub. Code

91543

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline & Airport Management

AIR TRAVEL MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following elements is NOT one of the 7Ps in the airline marketing mix?
 - (a) Product
 - (b) Price
 - (c) Promotion
 - (d) Performance

2. A premium airline offering luxury first-class cabins mainly targets which type of customer segment?
 - (a) Price-sensitive travelers
 - (b) Frequent budget travelers
 - (c) High-income business executive
 - (d) Backpackers and solo travelers

3. Which of the following best describes a focus strategy in airline marketing?
 - (a) Targeting a broad range of customers across all segments
 - (b) Concentrating on a specific niche market or customer segment
 - (c) Offering the lowest possible prices to attract all passengers
 - (d) Expanding route networks to cover every continent

4. What is a common mistake passengers make regarding flight updates?
 - (a) Ignoring gate change notifications and flight delays
 - (b) Checking the flight status regularly
 - (c) Using the airline's mobile app for updates
 - (d) Following airport announcements

5. What should a traveler do if their passport is lost while abroad?
 - (a) Wait until they return home
 - (b) Contact their airline for assistance
 - (c) Immediately report it to the local police and visit their country's embassy
 - (d) Continue traveling with a photocopy of the passport

6. What does the aircraft code "B77W" represent?
 - (a) Boeing 737 Winglet
 - (b) Boeing 777-300ER
 - (c) Airbus A320-200
 - (d) Boeing 787-9

7. What is the main purpose of an air traffic control (ATC) zone?
 - (a) To guide passengers to their gates
 - (b) To regulate aircraft movement for safety and efficiency
 - (c) To provide weather updates to airlines
 - (d) To handle airport baggage operations

8. Which organization represents and advocates for airports worldwide?
 - (a) ICAO (International Civil Aviation Organization)
 - (b) ACI (Airports Council International)
 - (c) IATA (International Air Transport Association)
 - (d) FAA (Federal Aviation Administration)

9. What is a key challenge in the air freight market?
 - (a) Low demand for air cargo services
 - (b) Limited capacity and high costs for air freight shipments
 - (c) Availability of cheaper shipping alternatives by sea
 - (d) Lack of global regulations for air cargo

10. Which of the following is a typical distribution channel used in the air freight industry?
 - (a) Direct shipping between a manufacturer and end consumer
 - (b) Travel agents and booking sites
 - (c) Retail stores and wholesalers
 - (d) Cargo brokers, freight forwarders, and airline companies

Section B

(5 × 5 = 25)

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

11. (a) Explain about the marketing and marketing mix.

Or

- (b) What is the significance of the air transportation industry in the global economy?

12. (a) Define passport and its types in detail.

Or

- (b) What are the different types of airline tickets and their authorization processes?

13. (a) A passenger is flying from Los Angeles (LAX) to New York (JFK) with a layover of 1 hrs and 30 mins, then continuing to Madrid (MAD).

Flight Itinerary :

Flight 1

Departure Time : LAX at 8:00 AM (PDT) [GMT-7]

Arrival Time : JFK at 4:30 PM (EDT) [GMT-4]

Flight 2

Departure Time : JFK at 6:00 PM (EDT) [GMT-4]

Arrival Time : MAD at 7:45 AM (CEST) [GMT+2]

Calculate Total Flight Time and Elapsed Time.

Or

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

14. (a) Explain about the growth of air transport.

Or

(b) Explain the concept of airport organization and associations.

15. (a) Explain about Relationship marketing.

Or

(b) What are the different pricing strategies used in the airline industry?

Section C

(5 × 8 = 40)

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

16. (a) Explain about the PESTE analysis.

Or

(b) What are the key factors that influence market segmentation in the airline industry?

17. (a) Explain about the fleet and schedules related product features.

Or

(b) Describe the factors that influence airline business and market strategies.

18. (a) Explain about the passport requirements of different nations and Immigration Requirements.

Or

(b) What is the significance of the OAG (Official Airline Guide) in air travel?

19. (a) Explain about the classification of airports airfield components.

Or

(b) What are the key considerations in airport planning and development?

20. (a) Explain about the building block in airline pricing policy.

Or

(b) How do distribution channel strategies impact the air freight market?

C-7874

Sub. Code

91544

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline & Airport Management

AIRPORT AND AIR TRAFFIC SERVICES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary purpose of Ground Support Equipment (GSE)?
 - (a) To assist with aircraft takeoff
 - (b) To support the operation and maintenance of an aircraft on the ground
 - (c) To replace aircraft engines
 - (d) To reduce aircraft weight

2. Which of the following best describes a hub airport?
 - (a) An airport used for small regional operations
 - (b) An airport mainly used by military aircraft
 - (c) Central airport where airlines connect passengers to different destinations
 - (d) An airport with only one runway

3. How do airports generate revenue from airlines?
 - (a) By charging landing fees, parking fees, and terminal usage fees
 - (b) By selling flight tickets directly to passengers
 - (c) By charging passengers extra baggage fees
 - (d) By renting out baggage carts

4. What is the purpose of pavement maintenance at an aerodrome?
 - (a) To increase aircraft parking space
 - (b) To prevent surface deterioration and ensure a smooth runway for aircraft operations
 - (c) To expand taxiway networks
 - (d) To improve airport drainage systems

5. What do the “Freedoms of the Air” refer to?
 - (a) Rights of passengers to choose any airline -
 - (b) International commercial aviation rights allowing airlines to fly between different countries
 - (c) The ability of pilots to control aircraft freely
 - (d) A set of passenger rights for airline services

6. What happens to time as you move eastward across longitudes?
 - (a) It decreases
 - (b) It remains the same
 - (c) It increases
 - (d) It fluctuates randomly

7. What term describes the total weight of an aircraft before passengers, cargo, and fuel are added?
 - (a) Maximum Takeoff Weight (MTOW)
 - (b) Basic Empty Weight (BEW)
 - (c) Zero Fuel Weight (ZFW)
 - (d) Ramp Weight

8. How are runways primarily classified?
 - (a) By the material they are made of
 - (b) by their orientation and usage
 - (c) By their length only
 - (d) By the number of flights landing per day

9. What is the primary objective of Air Traffic Services (ATS)?
 - (a) To maximize airline profits
 - (b) To ensure the safety, regularity, and efficiency of air traffic operations
 - (c) To increase passenger comfort during flights
 - (d) To promote tourism

10. How is airspace classified according to ICAO?
 - (a) Controlled and uncontrolled
 - (b) Military and civilian
 - (c) Class A, B, C, D, E, and G
 - (d) Domestic and international

Part B

(5 × 5 = 25)

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

11. (a) List and explain any 6 Ground support equipment in detail.

Or

- (b) Compare and contrast airport structures required for domestic vs international terminals.

12. (a) Justify the classification of airports based on customer types and services offered.

Or

- (b) How do airports generate revenue, and what are the main sources of income?

13. (a) What is the Coriolis force, and how does it affect global wind patterns and weather phenomena?

Or

- (b) Explain Open sky Policy and its Impacts.

14. (a) Describe the Airport ERP.

Or

- (b) Explain about Basic Aircraft Load Planning.

15. (a) What are the objectives of air traffic services?

Or

- (b) Discuss the challenges and opportunities facing airports in the context of growing air travel demand and changing regulatory requirements.

Part C

(5 × 8 = 40)

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

16. (a) List out and explain the types of airports.

Or

- (b) Explain about the Airport Structure and Airport Layout with diagram.

17. (a) Explain about Aerodrome Maintenance.

Or

- (b) Discuss the economic benefits of airports. Explain how airports contribute to economic growth.

18. (a) List out the FOA.

Or

- (b) Explain the concept of time zones and how they are determined by longitude.

19. (a) Describe about Airport Markings with diagram.

Or

- (b) Explain weight and balance terminology in detail.

20. (a) Explain about VFR and IFR Operations.

Or

(b) What are the disciplinary responsibilities of air traffic controllers, and how do they manage air traffic flow?

C-7875

Sub. Code

91546

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline & Airport Management

PRINCIPLES OF TOURISM MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. Which of the following is a primary reason for the growth of international tourism in recent decades?
 - (a) Decrease in global literacy rates
 - (b) Limited access to the internet
 - (c) Advancements in transportation technology
 - (d) Increase in travel restrictions

2. What is “ecotourism”?
 - (a) Tourism that focuses on shopping and entertainment
 - (b) Tourism that involves staying in luxury resorts
 - (c) Responsible travel to natural areas that conserves the environment
 - (d) Travel to urban centers for business meetings

3. Which of the following is an example of domestic tourism?
 - (a) A Canadian traveling to France for vacation
 - (b) An Indian citizen visiting Goa from Delhi
 - (c) An American attending a conference in London
 - (d) A Japanese tourist exploring Thailand

4. What type of tourism involves people traveling for religious or spiritual purposes?
 - (a) Adventure tourism
 - (b) Medical tourism
 - (c) Cultural tourism
 - (d) Pilgrimage tourism

5. What is the primary objective of PATA (Pacific Asia Travel Association)?
 - (a) Regulating international airfares in Asia
 - (b) Promoting sustainable tourism in the Asia-Pacific region
 - (c) Issuing travel visas to tourists
 - (d) Operating travel insurance services

6. When was the Pacific Asia Travel Association (PATA) established?
 - (a) 1951
 - (b) 1975
 - (c) 1962
 - (d) 1980

7. Which of the following is a positive economic impact of tourism?
- (a) Increase in pollution
 - (b) Seasonal unemployment
 - (c) Foreign exchange earnings
 - (d) Overcrowding of destinations
8. What is a negative environmental impact commonly caused by mass tourism?
- (a) Cultural exchange
 - (b) Improved infrastructure
 - (c) Deforestation and habitat loss
 - (d) Job creation
9. What is the primary objective of cost management in a business?
- (a) Maximizing product prices
 - (b) Reducing employee workload
 - (c) Increasing the number of suppliers
 - (d) Controlling and reducing costs to improve profitability
10. What is the main function of a travel agency?
- (a) Manufacturing travel equipment
 - (b) Issuing travel documents and managing foreign exchange
 - (c) Booking and organizing travel services for clients
 - (d) Building hotels and resorts

Part B

(5 × 5 = 25)

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

11. (a) Write the definition of tourism and its objectives.

Or

- (b) Explain the classification of tourist.

12. (a) List out the forms of tourism.

Or

- (b) Explain about inbound and outbound tourism.

13. (a) What is PATA explain?

Or

- (b) Role and functions of WTO.

14. (a) Economic impact of tourism — explain in detail.

Or

- (b) Explain the strategies to overcome the negative impacts of tourism.

15. (a) Write about entrepreneurship and business ideas.

Or

- (b) What is cost management?

Part C

(5 × 8 = 40)

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

16. (a) Explain about Classification of tourism and nature of tourism?

Or

- (b) Write about tourism recreation leisure inter relationship.

17. (a) Distinguish components of tourism.

Or

- (b) Explain about inter and intra-regional tourism.

18. (a) Write about ITDC and FHRAI.

Or

- (b) Explain about WTTC.

19. (a) Explain about the cultural and environmental impacts.

Or

- (b) List out the tourism impacts and explain in detail.

20. (a) Explain about understanding customers and analyzing the competition.

Or

(b) What are the procedures for obtaining recognition?

C-7876

Sub. Code

91551

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline & Airport Management

CABIN CREW MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary responsibility of cabin crew is
 - (a) Aircraft maintenance
 - (b) Passenger safety
 - (c) Flight planning
 - (d) Air traffic control

2. Who is the leader of the cabin crew on board?
 - (a) First Officer
 - (b) Senior Cabin Crew / Purser
 - (c) Ground Staff
 - (d) Dispatcher

3. Cabin crew report operationally to
 - (a) Entertain passengers
 - (b) Follow airline rules
 - (c) Ensure passenger awareness
 - (d) Save time

4. Which authority regulates cabin crew safety procedures internationally?
 - (a) FAA
 - (b) DGCA
 - (c) TCAO
 - (d) IATA

5. The senior-most cabin crew member on board is called
 - (a) Lead steward
 - (b) Purser
 - (c) First officer
 - (d) Cabin supervisor

6. Crew Resource Management (CRM) mainly focuses on
 - (a) Technical flying skills
 - (b) Effective communication and team work
 - (c) Aircraft design
 - (d) Passenger ticketing

7. The minimum number of cabin crew depends on :
- (a) Aircraft speed
 - (b) Passenger capacity
 - (c) Flight duration
 - (d) Weather conditions
8. Cabin crew management is important mainly to
- (a) Increase profits
 - (b) Improve safety, efficiency and service quality
 - (c) Reduce staff members
 - (d) Control passengers
9. Which training is mandatory for cabin crew periodically?
- (a) Sales training
 - (b) Emergency and safety training
 - (c) Marketing training
 - (d) IT training
10. The command authority of the aircraft lies with
- (a) Cabin manager
 - (b) Chief purser
 - (c) Pilot-in-command
 - (d) Ground staff

Part B

(5 × 5 = 25)

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

11. (a) Explain the history and origin of the cabin crew profession.

Or

- (b) Describe a typical day in the life of a cabin crew member.

12. (a) Discuss the grooming practices and personal hygiene standards required for cabin crew.

Or

- (b) Explain the lifestyle and ethical mannerism expected from cabin crew members.

13. (a) Explain the health risks associated with air travel for cabin crew.

Or

- (b) Discuss stress management techniques for cabin crew members.

14. (a) Explain the roles and responsibilities of cabin crew during transit travel.

Or

- (b) Describe the duties of cabin crew in handling emergency situations.

15. (a) Explain the different stages of in-flight service.

Or

(b) Write short notes on meal codes and waste management in aircraft.

Part C

(5 × 8 = 40)

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

16. (a) Explain in detail the cabin crew profession, including its development, nature of job, benefits, and challenges.

Or

(b) Describe passenger handling procedures including greeting passengers, announcements, document checking and telephone etiquette.

17. (a) Discuss in detail the lifestyle management of cabin crew, including nutrition, grooming, make-up, jewellery and personal hygiene.

Or

(b) Explain how cabin crew maintain professional image and ethical behaviour in the aviation industry.

18. (a) Explain risk management in aviation with reference to personal health risks, work pressure, and pre-flight preparations.

Or

(b) Discuss time management and stress management strategies adopted by cabin crew during flight operations.

19. (a) Explain the complete roles, duties, and responsibilities of cabin crew before, during, and after flight.

Or

- (b) Discuss the procedures followed by cabin crew in handling emergency situations onboard aircraft.

20. (a) Describe in detail the in-flight services including catering, meal service, alcoholic and non-alcoholic service, and galley management.

Or

- (b) Explain the complete sequence of pre-flight service, service after take-off, pre-landing, and post-landing service in aircraft.
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C-7877

Sub. Code

91552

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

AIR CARGO MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. What is the full form of AWB in air cargo?
 - (a) Airway Bill
 - (b) Air Weight Bill
 - (c) Airline Way Bill
 - (d) Aircraft Work Bill

2. Which organization provides the Dangerous Goods list?
 - (a) IATA
 - (b) ICAO
 - (c) FAA
 - (d) DGCA

3. What is the primary purpose of cargo tariff familiarization?
 - (a) Understanding cargo insurance
 - (b) Calculating rates for cargo
 - (c) Regulating cargo imports
 - (d) Securing cargo in flight

4. Which type of cargo requires special handling and attention at airports?
 - (a) General cargo
 - (b) Perishable cargo
 - (c) Dangerous goods
 - (d) Both (b) and (c)

5. What is NOT typically included in freight documentation?
 - (a) AWB
 - (b) Cargo Manifest
 - (c) NOTOC
 - (d) Passenger list

6. What is the main principle of air cargo?
 - (a) Cost-effectiveness
 - (b) Speed and efficiency
 - (c) Customs clearance
 - (d) Packaging and labeling

7. What is NOT a type of dangerous goods classification?
- (a) Flammable liquids
 - (b) Radioactive materials
 - (c) Electronic devices
 - (d) Corrosive substances
8. Which document specifies the labeling and marking requirements for packages?
- (a) Airway Bill
 - (b) Cargo Manifest
 - (c) Dangerous Goods Regulations
 - (d) NOTOC
9. What does 'rounding of weights' involve in air cargo?
- (a) Adjusting weight measurements to the nearest kilogram
 - (b) Increasing cargo capacity of an aircraft
 - (c) Estimating the cost of goods based on weight
 - (d) Calculating weight and dimension ratios
10. Which cargo is commonly classified under special handling procedures?
- (a) General cargo
 - (b) Human remains
 - (c) Industrial equipment
 - (d) Electronic goods

Part B

(5 × 5 = 25)

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

11. (a) Discuss the rounding of weights, dimensions, and currency in cargo tariffs.

Or

- (b) Briefly explain the historical development of air cargo management.

12. (a) Describe the principles and terminologies associated with air cargo.

Or

- (b) Discuss the process of handling cargo needing special attention.

13. (a) Analyze the importance of labeling and marking of packages in air cargo.

Or

- (b) Discuss the customs rules applicable in air cargo handling.

14. (a) Discuss the significance of package marking and DG list in compliance with ICAO standards.

Or

- (b) What are the steps involved in the loading and unloading of air cargo?

15. (a) Evaluate the requirements and challenges of handling equipment for air cargo at airports.

Or

- (b) What are the main classes of dangerous goods regulations (DGR)?

Part C

(5 × 8 = 40)

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

16. (a) Explain the principles of air cargo and the importance of accepting special cargo, such as perishable good and human remains.

Or

- (b) Discuss the restrictions and identification process for accepting various types of cargo in air freight.

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

Or

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

18. (a) Analyze the role of customs rules and liability in air cargo management. How do they impact the export and import process?

Or

- (b) Describe the process of labeling and marking packages, and its significance in cargo handling.

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

Or

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

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

Or

- (b) Analyze the process of loading and unloading cargo, and its importance in air freight operations.
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C-7878

Sub. Code

91553A

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline & Airport Management

BUSINESS RESEARCH METHODOLOGY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is meant by sampling in research?
 - (a) Gathering data from every individual
 - (b) Selecting a subset of a population for study
 - (c) Performing statistical analysis
 - (d) Eliminating outliers

2. What are the two main types of sampling designs?
 - (a) Qualitative and quantitative
 - (b) Structured and unstructured
 - (c) Probability and non-probability
 - (d) Random and non-random

3. What is the main feature of a good research design?
 - (a) Flexibility in objectives
 - (b) Precision in data collection
 - (c) High subjectivity
 - (d) Lack of structure

4. What type of scale is used for ranking preferences?
 - (a) Nominal
 - (b) Ordinal
 - (c) Interval
 - (d) Ratio

5. What is the purpose of a pilot study?
 - (a) To finalize the report
 - (b) To analyze collected data
 - (c) To test the feasibility of the research
 - (d) To increase the sample size

6. Which tool is used for coding qualitative data?
 - (a) SPSS
 - (b) NVivo
 - (c) MS Excel
 - (d) Tableau

7. Which test is considered non-parametric?
- (a) Z-test
 - (b) T-test
 - (c) U-test
 - (d) ANOVA
8. What does ANOVA test for?
- (a) Variance within one group
 - (b) Differences between multiple group means
 - (c) Correlation between variables
 - (d) Significance of a single variable
9. Which element is included in the layout of a report?
- (a) Coding methods
 - (b) Bibliography
 - (c) Hypothesis testing
 - (d) Data collection tools
10. What is the purpose of an appendix in a report?
- (a) To summarize findings
 - (b) To provide additional supporting material
 - (c) To draw conclusions
 - (d) To explain the main text

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between basic and applied research.

Or

- (b) Discuss the steps in the research process.

12. (a) Explain the meaning of hypothesis and its role in research.

Or

- (b) Discuss the steps involved in formulating a research design.

13. (a) Explain the different tools used for data collection.

Or

- (b) What is a pilot study? Why is it important in research?

14. (a) Explain the purpose and application of the Z-test in research.

Or

- (b) What is ANOVA, and how is it used in research?

15. (a) Explain the layout of a research report.

Or

- (b) Differentiate between an executive summary and a conclusion in a report.

Part C

(5 × 8 = 40)

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

16. (a) What is the scientific method? How is it used in business research?

Or

- (b) What are the problems in identifying a research problem?

17. (a) Differentiate between exploratory, descriptive, and causal research designs.

Or

- (b) What are the key features of a good research design?

18. (a) Describe the role of coding and editing in data processing.

Or

- (b) Explain the significance of tabulation in data analysis.

19. (a) What is the difference between one-way and two-way ANOVA?

Or

- (b) Define the term “test of significance” and explain its importance.

20. (a) Explain the norms for using tables and charts in a report.

Or

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

C-7879

Sub. Code

91553B

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

CONSUMER BEHAVIOUR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the main focus of consumer behavior studies?
 - (a) Profit maximization
 - (b) Consumer needs and satisfaction
 - (c) Supply chain management
 - (d) Technical advancements

2. Which method is commonly used in qualitative consumer research?
 - (a) Statistical analysis
 - (b) Focus groups
 - (c) Surveys
 - (d) Experiments

3. What are the two types of consumer motives?
 - (a) Rational and emotional
 - (b) Financial and psychological
 - (c) Quantitative and qualitative
 - (d) Static and dynamic

4. Which of the following is an element of behavioral learning theories?
 - (a) Classical conditioning
 - (b) Cognitive dissonance
 - (c) Group dynamics
 - (d) Lifestyle profiling

5. Family roles in consumer behavior refer to:
 - (a) Decision-making processes within a family
 - (b) Group buying behavior in organizations
 - (c) Psychological influences on buying
 - (d) Economic status of the family

6. What does the term “opinion leadership” imply?
 - (a) Influence on consumer purchasing decisions by a trusted individual
 - (b) The process of conducting market research
 - (c) The technical authority of the product manufacturer
 - (d) None of the above

7. Which stage in the consumer decision-making process involves evaluating alternatives?
 - (a) Problem recognition
 - (b) Information search
 - (c) Purchase decision
 - (d) Alternative evaluation

8. Cross-cultural marketing focuses on:
 - (a) Standardizing products for all cultures
 - (b) Creating products without cultural relevance
 - (c) Adapting to cultural differences in global markets
 - (d) Ignoring regional differences

9. Consumer attitudes are composed of:
 - (a) Emotional, social, and group factors
 - (b) Cognitive, affective, and behavioral components
 - (c) Financial, cultural, and regional aspects
 - (d) Static, dynamic, and rational components

10. Social class influences Consumer behavior by:
- (a) Determining buying capacity
 - (b) Shaping preferences and lifestyle choices
 - (c) Limiting decision-making freedom
 - (d) Removing cultural barriers

Part B

(5 × 5 = 25)

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

11. (a) Define consumer behavior. Discuss its scope and relevance in modern marketing practices.

Or

- (b) Explain the importance of customer retention strategies in building brand loyalty.

12. (a) Describe the role of consumer research in understanding buying behavior.

Or

- (b) Compare and contrast quantitative and qualitative research methods in consumer studies.

13. (a) Explain the nature and process of consumer motivation with examples.

Or

- (b) Discuss the factors affecting consumer perception and its measurement techniques.

14. (a) What are the principles and processes of consumer learning? Illustrate with suitable examples.

Or

- (b) Explain different models of consumer attitudes and their implications in marketing.

15. (a) Discuss the role of family in shaping consumer behavior.

Or

- (b) Explain the influence of group behavior on consumer decision-making.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the cultural factors affecting consumer behavior in global markets.

Or

- (b) Discuss cross-cultural strategies for addressing the needs of diverse customer segments.

17. (a) Explain the stages in the consumer decision-making process with relevant examples.

Or

- (b) Illustrate a model of consumer decision-making and explain its practical application in marketing.

18. (a) Discuss the dynamics and measurement of opinion leadership in influencing / consumer behavior.

Or

- (b) Explain how word-of-mouth communication impacts Consumer decision-making.

19. (a) Describe the family life cycle and its impact on consumer buying patterns.

Or

- (b) Discuss the role of social class and lifestyle profiling in market segmentation.

20. (a) Explain the strategies marketers can use to change consumer attitudes.

Or

- (b) Analyze how behavioral theories can be applied to understand and predict consumer behavior.

C-7880

Sub. Code

91553C

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a feature of CRM?
 - (a) Customer data analysis
 - (b) Inventory control
 - (c) Customer interaction management
 - (d) Service level tracking

2. What does Relationship Marketing primarily focus on?
 - (a) Profits
 - (b) Customers
 - (c) Processes
 - (d) Pricing strategies

3. Which process helps in analyzing customer preferences and behavior?
 - (a) Data warehousing
 - (b) Product designing
 - (c) Advertisement modeling
 - (d) Campaign management

4. What is the main function of ERP in CRM?
 - (a) Customer interaction
 - (b) Data processing and integration
 - (c) Financial modeling
 - (d) Employee management

5. What is the primary goal of Call Scripting in CRM?
 - (a) Increase employee satisfaction
 - (b) Standardize customer communication
 - (c) Automate workflows
 - (d) Reduce operational costs

6. What type of analysis is used for identifying customer purchasing patterns?
 - (a) SWOT Analysis
 - (b) Market Basket Analysis
 - (c) Risk Assessment
 - (d) Sales Projection

7. Which CRM functionality focuses on integrating customer data?
 - (a) Operational CRM
 - (b) Collaborative CRM
 - (c) Analytical CRM
 - (d) Enterprise CRM

8. What does Field Force Automation emphasize?
 - (a) Automating customer feedback collection
 - (b) Supporting sales representatives in the field
 - (c) Designing marketing campaigns
 - (d) Streamlining office workflows

9. Which of these is an ethical concern in CRM data use?
 - (a) Customer personalization
 - (b) Unauthorized data sharing
 - (c) Improved data storage
 - (d) CRM tool integration

10. Which component is crucial for conflict management in CRM?
 - (a) SLA management
 - (b) Call scripting
 - (c) CRM development teams
 - (d) Data mining

Part B

(5 × 5 = 25)

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

11. (a) Describe the success factors for effective CRM implementation.

Or

- (b) Explain the role of SLAs in building trust between service providers and customers.

12. (a) How does event-based marketing enhance customer engagement in CRM?

Or

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

13. (a) Explain the integration of e-commerce platforms with CRM tools.

Or

- (b) Discuss the benefits of ERP in supporting CRM activities.

14. (a) What are the challenges in managing customer data in CRM systems?

Or

- (b) Describe the role of data warehousing in CRM.

15. (a) Discuss the key considerations for selecting CRM tools for an organization.

Or

- (b) Explain how homegrown and outsourced CRM approaches differ.

Part C

(5 × 8 = 40)

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

16. (a) Explain the concept of customer satisfaction measurement with examples.

Or

- (b) Discuss how CRM improves customer service in call centers.

17. (a) What is the significance of Partner Relationship Management (PRM) in CRM?

Or

- (b) Explain the importance of supplier relationships in CRM strategies.

18. (a) How does collaborative filtering enhance personalized recommendations in CRM?

Or

- (b) Describe the application of Clickstream Analysis in CRM.

19. (a) What are the key components of CRM development teams?

Or

- (b) Explain the process of scoping and prioritizing CRM projects.

20. (a) Discuss how CRM strategies can be reset to handle complacency issues.

Or

- (b) Explain the process of defining success factors in CRM implementation.

C-7881

Sub. Code

91554A

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

HUMAN RESOURCES MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following best defines Human Resource Management (HRM)?
 - (a) The process of hiring and firing employees
 - (b) Managing employees to achieve organizational goals
 - (c) Controlling company finances
 - (d) Handling customer complaints

2. Which external factor has the greatest influence on HRM in multinational corporations (MNCs)?
 - (a) Employee preferences
 - (b) Government regulations and policies
 - (c) Company culture
 - (d) Product pricing

3. What is the primary goal of manpower planning?
 - (a) Reducing employee training costs
 - (b) Ensuring the right number of employees with the right skills are available
 - (c) Increasing financial investments
 - (d) Eliminating under performing employees

4. Which of the following is NOT a common method of employee selection?
 - (a) Interviews
 - (b) Reference checks
 - (c) Medical examinations
 - (d) Social media profiling

5. Which of the following is an example of on-the-job training?
 - (a) Attending a seminar
 - (b) Participating in a simulation exercise
 - (c) Shadowing a senior employee
 - (d) Reading training manuals

6. What is the primary purpose of employee mentoring programs?
 - (a) Evaluating employees' annual performance
 - (b) Enhancing employees' skills and career development
 - (c) Reducing payroll costs
 - (d) Handling workplace conflicts

7. Which factor is considered during job evaluation?
 - (a) Employee personality
 - (b) Complexity and responsibilities of the job
 - (c) Employee attendance records
 - (d) Customer feedback

8. What is the main objective of stress management programs in organizations?
 - (a) Increasing employee workloads
 - (b) Reducing employee burnout and improving well-being
 - (c) Ensuring strict discipline among employees
 - (d) Cutting down training costs

9. Which of the following is an essential function of trade unions?
 - (a) Increasing employer profits
 - (b) Representing employees in negotiations with management
 - (c) Supervising company recruitment processes
 - (d) Managing marketing campaigns

10. What is the primary purpose of disciplinary procedures in organizations?
 - (a) Punishing employees for mistakes
 - (b) Ensuring employees adhere to company policies and regulations
 - (c) Reducing salaries and benefits
 - (d) Increasing employee turnover

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of the HR department in an organization.

Or

- (b) What are the key differences between HRM in domestic companies and multinational corporations (MNCs)?

12. (a) Define recruitment and explain its significance in HRM.

Or

- (b) What is the purpose of an induction and orientation program for new employees?

13. (a) Differentiate between training and development in HRM.

Or

- (b) Explain the importance of performance appraisal in employee career growth.

14. (a) What are the key components of financial compensation in an organization?

Or

- (b) Define stress management and explain its importance in improving employee productivity.

15. (a) What are the key objectives of worker participation in management?

Or

- (b) Explain the disciplinary process followed in organizations to manage employee behavior.

Part C

(5 × 8 = 40)

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

16. (a) Explain the concept of Human Resource Management (HRM) and discuss its importance in modern organizations.

Or

- (b) Describe the structure and key functions of the HR department in an organization.

17. (a) Discuss the different sources of recruitment and explain their advantages and disadvantages.

Or

- (b) Explain the process of employee selection and the factors influencing selection decisions.

18. (a) Define career development and explain its significance in employee growth and organizational success.

Or

- (b) Discuss various training and development methods used in organizations and their effectiveness.

19. (a) Explain the concept of job evaluation and discuss different methods used for evaluating jobs.

Or

- (b) Discuss the impact of employee motivation on productivity and organizational performance.

20. (a) What is collective bargaining? Explain its significance in maintaining employer-employee relationships.

Or

(b) Discuss the role of trade unions in protecting employee rights and ensuring workplace harmony.

C-7882

Sub. Code

91554B

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

ECONOMICS FOR EXECUTIVES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Elasticity of demand measures the:
 - (a) Responsiveness of demand to price changes
 - (b) Effect of supply on demand
 - (c) Total cost of production
 - (d) Fixed demand levels

2. Which theory explains the unpredictability of market conditions?
 - (a) Risk theory
 - (b) Uncertainty theory
 - (c) Social responsibility theory
 - (d) Profit maximization theory

3. A breakeven analysis is used to:
 - (a) Determine profit maximization points
 - (b) Calculate fixed costs
 - (c) Determine the point at which total revenue equals total costs
 - (d) Reduce variable costs

4. Variable costs are costs that:
 - (a) Do not change with productions
 - (b) Change directly with production levels
 - (c) Remain fixed over time
 - (d) Depend only on raw materials

5. Which market structure is known for ‘few sellers’ controlling the market?
 - (a) Perfect competition
 - (b) Monopoly
 - (c) Monopolistic competition
 - (d) Oligopoly

6. In monopolistic competition, firms compete based on:
 - (a) Price only
 - (b) Product differentiation
 - (c) High barriers to entry
 - (d) Exclusive supply chains

7. Which factor directly influences production pricing?
 - (a) Consumer demand
 - (b) Production costs
 - (c) Government regulations
 - (d) Trade policies

8. The dynamic theory of profit emphasizes:
 - (a) Fixed pricing
 - (b) Entrepreneurial innovation and risk-taking
 - (c) Monopoly power
 - (d) Labor union demands

9. What role does the government play in controlling monopoly power?
 - (a) Subsidizing private enterprises
 - (b) Regulating prices and competition
 - (c) Eliminating trade barriers
 - (d) Promoting exclusive market rights

10. Price policies in public utilities are designed to:
- (a) Ensure profitability for private firms
 - (b) Balance affordability and operational costs
 - (c) Restrict access to essential services
 - (d) Encourage privatization

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of profit maximization and its importance for business firms.
- Or
- (b) Define the law of demand and explain its assumptions.
12. (a) Define cost curves and explain the difference between fixed and variable costs.
- Or
- (b) What is break-even analysis? How is it useful for decision-making?
13. (a) Discuss the characteristics of perfect competition.
- Or
- (b) What is price discrimination? Explain its conditions and types.
14. (a) Explain the marginal productivity theory of wages.
- Or
- (b) Discuss Keynes' liquidity preference theory and its impact on interest rates.
15. (a) What are the key objectives of public enterprises in India?
- Or
- (b) Explain the role of government in controlling monopolies in India

Part C

(5 × 8 = 40)

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

16. (a) Discuss the concept of elasticity of demand and its types.

Or

- (b) What are the social responsibilities of business firms? Give examples.

17. (a) Compare monopolistic competition and oligopoly with suitable examples.

Or

- (b) How do monopolies determine the price of a product?

18. (a) What are the different theories of profit? Explain briefly.

Or

- (b) Write a short note on the dynamic theory of profit.

19. (a) Discuss the significance of the Competition Act, 2002.

Or

- (b) What is price policy in public utilities? Why is it important?

20. (a) Explain about performance of public enterprises in India.

Or

- (b) Discuss briefly about price policy system in public utilities.

C-7883

Sub. Code

91554C

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

RETAIL MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a form of organized retail?
(a) Street vendor (b) Weekly market
(c) Supermarket (d) Hawker
2. The primary objective of retail management is to
(a) Reduce competition
(b) Maximize customer satisfaction and profit
(c) Increase wholesaling
(d) Control manufacturing
3. Which retail format sells products at discounted prices?
(a) Convenience store (b) Department store
(c) Discount store (d) Specialty store
4. The retail marketing mix includes
(a) Product, Price, Place, Promotion
(b) People, Process, Profit
(c) Price, Profit, Place
(d) Product, Process, Power

5. Merchandise planning deals with
 - (a) Employee recruitment
 - (b) Inventory selection and control
 - (c) Store location
 - (d) Customer service

6. Which of the following is an example of non-store retailing?
 - (a) Supermarket
 - (b) Department store
 - (c) E-commerce
 - (d) Hypermarket

7. The process of attracting customers into a retail store is called
 - (a) Merchandising
 - (b) Store positioning
 - (c) Visual merchandising
 - (d) Market segmentation

8. SKU in retail stands for
 - (a) Stock Keeping Unit
 - (b) Sales Knowledge Unit
 - (c) Store Key Unit
 - (d) Supply Key Unit

9. The main objective of visual merchandising is to
 - (a) Reduce inventory
 - (b) Increase customer attraction and sales
 - (c) Improve supplier relations
 - (d) Control employee behavior

10. Retail location decisions are based on
 - (a) Customer traffic and accessibility
 - (b) Interior design
 - (c) Employee wages
 - (d) Packaging style

Part B

(5 × 5 = 25)

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

11. (a) Discuss the key trends in the Indian retail industry.

Or

- (b) Explain the legal and social issues faced by the retail industry.

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

Or

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

13. (a) Discuss the importance of vendor relations in pricing strategies.

Or

- (b) Discuss the methods for determining inventory evaluation.

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

Or

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

15. (a) Describe the components of the retail promotion mix.

Or

- (b) Discuss the role of retail databases in the selling process.

Part C

(5 × 8 = 40)

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

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

Or

- (b) Discuss the importance of trade area analysis in store planning.

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

Or

- (b) Analyze the factors affecting store layout and design in detail.

18. (a) Analyze the role of pricing strategies in retail success.

Or

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

19. (a) Highlight the role of advertising and sales promotion in retail promotion mix.

Or

- (b) Explain the concept and components of the retail database.

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

Or

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

C-7884

Sub. Code

91555A

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

AIR REGULATIONS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The Aircraft Act, 1934 governs which of the following?
 - (a) Registration of aircraft in India
 - (b) Control over air traffic and airport management
 - (c) Licensing of pilots and air traffic controllers
 - (d) All of the above

2. Which of the following provisions is regulated under the Aircraft Rules, 1937?
 - (a) Aircraft registration
 - (b) Pilot licensing
 - (c) Air traffic control
 - (d) Establishment of Airports Authority of India

3. Which of the following Acts governs the operational rules for aircraft in India?
 - (a) Aircraft Act, 1934
 - (b) Aircraft Rules, 1953
 - (c) The Air Corporations Act, 1953
 - (d) The Air Corporations (Transfer of Undertakings) Act, 1994

4. The Air Corporations Act, 1953 primarily dealt with the establishment of which entities?
 - (a) Civil Aviation Authority of India
 - (b) Air India and Indian Airlines
 - (c) Directorate General of Civil Aviation (DGCA)
 - (d) Airports Authority of India

5. Under the Aircraft Rules, 1937, who is responsible for granting a certificate of registration to an aircraft in India?
 - (a) Director General of Civil Aviation (DGCA)
 - (b) Ministry of Civil Aviation
 - (c) Air Traffic Control
 - (d) Airport Authority of India

6. The Aircraft Rules, 1953 apply to which of the following?
 - (a) Air traffic control regulations
 - (b) Safety regulations for aircraft operation
 - (c) Aircraft registration and airworthiness
 - (d) Air pollution regulations for aircraft

7. What does the term “airworthiness” refer to?
 - (a) The weight of an aircraft
 - (b) The ability of an aircraft to fly
 - (c) The fitness of an aircraft to be operated safely
 - (d) The speed of an aircraft

8. What is the primary role of air traffic services (ATS)?
 - (a) To operate ground handling equipment
 - (b) To ensure safe and efficient aircraft operations in controlled airspace
 - (c) To manage airport infrastructure
 - (d) To ensure passenger comfort

9. What is the primary purpose of the International Air Services Transit Agreement (1944)?
 - (a) To establish tariffs for international flights
 - (b) To ensure safe airspace transit for international flights
 - (c) To regulate passenger rights
 - (d) To promote competition among airlines

10. The Geneva Convention, 1948, focused on the regulation of:
 - (a) Air traffic control
 - (b) Aircraft design standards
 - (c) Civil aviation security and criminal liability
 - (d) Passenger rights and baggage handling

Part B

(5 × 5 = 25)

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

11. (a) What is the significance of civil Aviation Regulations?

Or

- (b) What are the primary liabilities of the DCGCA when acting as a regular authority?

12. (a) Describe the Airport Authority of India Act 1994.

Or

- (b) How does the Act ensure the protection of passengers and crew during hijacking situations?

13. (a) What were the key provisions of the Air Corporations Act, 1953, and what role did it play in India's aviation industry?

Or

- (b) What are the primary functions and responsibilities of the National Airports Authority of India (NAAI) under the Act 1985?

14. (a) Explain briefly about the civil Aviation Requirements (CAR).

Or

- (b) What is the minimum required width and length for runways in different categories of aerodromes?

15. (a) Explain about the International Air Services Transit Agreement 1944.

Or

- (b) How does the Tokyo Convention address the legal status of individuals who commit crimes while on international flights?

Part C

(5 × 8 = 40)

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

16. (a) Explain the relationship between the Aircraft Act, 1934, and the Aircraft Rules, 1937. How do these two pieces of legislation work together to regulate Indian civil aviation?

Or

- (b) Describe the provisions of the Suppression of Unlawful Acts Against the Safety of Civil Aviation Act, 1982, and how they ensure the security of civil aviation.

17. (a) Discuss the main objectives of the International Airports Authority of India Act, 1971.

Or

- (b) What were the key changes brought about by the National Airports Authority Act, 1985?

18. (a) Explain the significance of the Air Corporations (Transfer of Undertakings and Repeal) Act, 1994. How did it impact Air India and Indian Airlines?

Or

- (b) Evaluate the importance of the Air Corporations Act, 1953, in the context of India's civil aviation development. What were the key challenges and outcomes of the Act during its operation?

19. (a) Describe the factors that contribute to an aircraft's airworthiness and the procedures for ensuring compliance with airworthiness standards.

Or

- (b) Discuss the various types of air traffic services provided at an aerodrome and their importance in preventing accidents and ensuring smooth flight operations.

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

Or

- (b) Explain the role of the Chicago Convention (1944) in shaping the global framework for civil aviation, with particular emphasis on its impact on international airspace regulation, the establishment of ICAO, and the promotion of safety and cooperation among member states”.
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C-7885

Sub. Code

91555B

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

AIR TRAFFIC CONTROL

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The scope of Air Traffic Services includes:
 - (a) Reducing airport taxes
 - (b) Preventing collisions and expediting traffic flow
 - (c) Developing airline schedules
 - (d) Inspecting aircraft during maintenance

2. IFR operations are conducted:
 - (a) Without visual references
 - (b) Only during daylight hours
 - (c) At low altitudes
 - (d) Exclusively for passenger flights

3. What does RNP stand for in ATS?
 - (a) Required Navigation Performance
 - (b) Radar Navigation Precision
 - (c) Restricted Navigation Parameters
 - (d) Route Navigation Plan

4. Meteorological support for ATS includes:
 - (a) Monitoring air traffic delays
 - (b) Providing weather updates for pilots
 - (c) Inspecting radar systems
 - (d) Coordinating airfield lighting

5. The aerodrome reference point is used to:
 - (a) Indicate weather conditions
 - (b) Locate the center of the aerodrome
 - (c) Guide aircraft to their parking area
 - (d) Assist with runway maintenance

6. PAPI in visual aids stands for:
 - (a) Precision Approach Path Indicator
 - (b) Primary Aircraft Path Indicator
 - (c) Pilot Approach Performance Indicator
 - (d) Path Alignment Precision Instrument

7. What is the purpose of a position report in ATS?
 - (a) To confirm an aircraft's location to ATC
 - (b) To track passenger baggage
 - (c) To request clearance for landing
 - (d) To update flight schedules

8. A secondary radar identifies aircraft using:
 - (a) Ground-based visuals
 - (b) Transponder signals from the aircraft
 - (c) Weather forecasting data
 - (d) Emergency communication systems

9. Aerodrome lighting systems are essential for:
 - (a) Daytime operations only
 - (b) Safe navigation during low visibility conditions
 - (c) Marking terminal buildings
 - (d) Assisting ground vehicle movement

10. Lateral separation in ATS is achieved by:
- (a) Assigning different altitudes to aircraft
 - (b) Maintaining distance between aircraft on the same route
 - (c) Coordinating take-off and landing times
 - (d) Synchronizing aircraft speed

Part B

(5 × 5 = 25)

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

11. (a) Define VFR and IFR operations and discuss their differences.

Or

- (b) Explain the objectives and scope of Air Traffic Services (ATS).

12. (a) Discuss the significance of ATS routes and their operational importance.

Or

- (b) Explain the concept and purpose of significant points in flight navigation.

13. (a) Describe the functions of flight information and alerting services in ATS.

Or

- (b) Discuss the role of radar performance checks in air traffic control.

14. (a) Explain the components and significance of visual aids in aerodrome operations.

Or

- (b) Describe the characteristics and importance of a wind direction indicator.

15. (a) Discuss the various lighting systems used in aerodrome operations.

Or

- (b) Explain the emergency services provided at aerodromes for aviation safety.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the classification of ATS airspaces and their significance.

Or

- (b) Analyze the responsibilities of control in managing air traffic.

17. (a) Evaluate the importance of vertical, lateral, and longitudinal separation standards.

Or

- (b) Explain the role of ATC clearance in ensuring safe flight operations.

18. (a) Describe the identification procedures using primary and secondary radar.

Or

- (b) Discuss the rules of the air radar service during emergencies.

19. (a) Analyze the importance of aerodrome reference codes and physical characteristics.

Or

- (b) Discuss the marking and lighting requirements for runways and obstacles.

20. (a) Explain the role of approach and identification beacons in air traffic control.

Or

- (b) Describe the visual aids used for denoting obstacles and navigation.

C-7886

Sub. Code

91555C

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

AVIATION SAFETY MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary goal of aviation safety management is to:
 - (a) Increase passenger revenue
 - (b) Reduce accident rates
 - (c) Improve staff retention
 - (d) Expand airport facilities

2. What does the term “aircraft mishap” refer to?
 - (a) A minor maintenance issue
 - (b) An unexpected event causing damage
 - (c) Delayed departures
 - (d) Routine inspections

3. Risk-taker behavior in aviation is influenced by:
 - (a) Strict discipline
 - (b) Lack of training
 - (c) Positive reinforcement
 - (d) Changing regulations

4. The function of information distribution systems in safety programs is to:
 - (a) Deliver technical data to passengers
 - (b) Share safety-related updates across teams
 - (c) Publish maintenance reports
 - (d) Manage weather-related concerns

5. Human factors training in aviation focuses on:
 - (a) Reducing operational costs
 - (b) Enhancing teamwork and communication
 - (c) Improving flight schedules
 - (d) Increasing cargo capacity

6. Airport emergency response plans include:
 - (a) Passenger baggage handling procedures
 - (b) Rescue coordination and communication protocols
 - (c) Weather forecast updates
 - (d) Aircraft fueling strategies

7. Aviation safety inspection programs aim to:
 - (a) Identify safety lapses
 - (b) Approve new flight routes
 - (c) Certify pilot training programs
 - (d) Enhance marketing strategies

8. Delayed discrepancies in maintenance refer to:
 - (a) Problems fixed immediately
 - (b) Issues postponed for safety reasons
 - (c) Non-critical problems delayed for repair
 - (d) Faults ignored due to time constraints

9. What is the significance of accident investigation in aviation?
 - (a) Determining flight schedules
 - (b) Identifying root causes to prevent recurrence
 - (c) Reviewing passenger complaints
 - (d) Approving safety audits

10. Maintenance safety analysis involves:
- (a) Tracking pilot certifications
 - (b) Identifying areas of improvement in procedures
 - (c) Passenger survey collection
 - (d) Scheduling flight operations

Part B

(5 × 5 = 25)

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

11. (a) Define aviation safety and discuss its economic implications.

Or

- (b) Explain the significance of zero accident rates in aviation safety management.

12. (a) Discuss the importance of motivating safe behavior in aviation.

Or

- (b) Explain the role of discipline in changing risky behaviors in aviation operations.

13. (a) Describe the elements of an aviation safety program.

Or

- (b) Analyze the importance of internal reporting systems in safety programs.

14. (a) Explain the purpose and process of airport certification.

Or

- (b) Discuss the key components of an effective airport emergency plan.

15. (a) What are maintenance test flights, and why are they critical to safety?

Or

- (b) Explain the challenges involved in managing maintenance discrepancies.

Part C

(5 × 8 = 40)

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

16. (a) Describe the concept of safety vs. mission and its application in aviation safety management.

Or

- (b) Analyze the causes of aircraft accidents and the distinction between single and multiple causes.

17. (a) Evaluate the impact of punishment versus positive reinforcement in aviation safety behavior.

Or

- (b) Discuss the theory of risk in aviation and its significance in safety training.

18. (a) Examine the role of aviation safety committees in ensuring flight operation safety.

Or

- (b) Describe the evaluation process of aviation safety programs with examples.

19. (a) Discuss the implementation and challenges of airport emergency response plans.

Or

- (b) Explain the process of safety inspections at airports and their role in risk management.

20. (a) Discuss the significance of configuration control in aircraft maintenance programs.

Or

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

C-7887

Sub. Code

91561

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Airline and Airport Management

AVIATION SAFETY AND SECURITY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which technology uses X-rays to generate images of the contents inside luggage and bags?
 - (a) Metal Detector
 - (b) Millimeter-wave scanner
 - (c) X-ray baggage inspection system
 - (d) Trace detection swab

2. What is the primary function of a metal detector at a security checkpoint?
 - (a) To identify liquids and gels
 - (b) To detect metallic objects concealed on individuals or in their belongings
 - (c) To analyze vapor signatures of explosives
 - (d) To measure the density of materials

3. The Israeli-Palestinian conflict involves rival claims to the land of:
 - (a) Jordan
 - (b) Palestine
 - (c) Egypt
 - (d) Syria

4. What organization was formed in 1964 with the goal of liberating Palestine, initially through armed struggle?
 - (a) Hamas
 - (b) The Palestinian Authority
 - (c) The United Nations
 - (d) The Palestine Liberation Organization (PLO)

5. What is a main function of the Transportation Security Administration (TSA)?
 - (a) To control air traffic
 - (b) To sell airline tickets
 - (c) To ensure the security of transportation systems, especially aviation
 - (d) To build new airports

6. Why are cockpit doors on airplanes reinforced after 9/11?
 - (a) To make them look more modern
 - (b) To protect the pilots and prevent unauthorized entry
 - (c) To help with noise reduction in the cabin
 - (d) To make it easier for flight attendants to enter

7. The Transportation Security Administration (TSA) is an agency of which country?
 - (a) Canada
 - (b) United Kingdom
 - (c) United States
 - (d) Australia

8. The International Aviation Safety Assessment (IASA) program is conducted by which U.S. agency?
 - (a) TSA
 - (b) FBI
 - (c) FAA
 - (d) DHS

9. What is the purpose of Explosives Detection Systems (EDS) at airports?
- (a) To identify different types of fabrics in clothing
 - (b) To screen checked baggage and cargo for explosives
 - (c) To measure the height of passengers
 - (d) To detect illegal immigration
10. Which of the following is a key advantage of using biometric systems like facial recognition for passenger processing?
- (a) It slows down the check-in process
 - (b) It requires more physical paperwork
 - (c) It enhances security and streamlines airport processes
 - (d) It is less accurate than traditional identification methods

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on types of metal detectors.
- Or
- (b) Write short notes on X-ray inspections.
12. (a) Write short notes on Causes of Terrorism in India.
- Or
- (b) Write short notes on Rival Claim of Palestine.
13. (a) Write short notes on Air Transportation Security Act of 2001.
- Or
- (b) Write short notes on Cockpit doors.
14. (a) Write short notes on IASA Program.
- Or
- (b) Write short notes on Tokyo Convention.

15. (a) Write short notes on Security screening Technologies.

Or

(b) Write short notes on BOSS.

Part C

(5 × 8 = 40)

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

16. (a) Explain – The Airport Security procedures.

Or

(b) Explain – Importance of Air transportation Safety & Security.

17. (a) Explain - Palestine Liberation Organization.

Or

(b) Explain - 9/11 Terrorist Act and its Consequences.

18. (a) Explain - Aircraft Hijacking.

Or

(b) Explain – Sky Marshal Programme.

19. (a) Explain – Transportation Security Administration.

Or

(b) Explain – European Civil Aviation Conference.

20. (a) Explain – Microwave Holographic Imaging

Or

(b) Explain – Bio-simmer & Biometric Systems in Airports.

C-7888

Sub. Code

91562

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Airline and Airport Management

AIRPORT PLANNING AND DESIGN

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Why is accurate traffic forecasting important for airport planning?
 - (a) To decide the color of the airport building
 - (b) To guide decisions on infrastructure, capacity, and resource allocation
 - (c) To determine the best restaurant in the airport
 - (d) To set the airline ticket prices for the next 10 years
2. What is a multi-airport system?
 - (a) A single airport with multiple terminals
 - (b) A network of airports serving a single metropolitan region
 - (c) An airport designed for military aircraft only
 - (d) An airport that handles only cargo flights
3. What is the primary factor influencing the orientation of an airport's runways?
 - (a) The direction of the nearest city
 - (b) The prevailing wind direction
 - (c) The location of the airport tower
 - (d) The type of pavement material used

4. Which type of specialized airport facility is designed specifically for helicopter operations?
 - (a) Water Aerodrome
 - (b) Heliport
 - (c) Cargo Terminal
 - (d) General Aviation Airport

5. What is the primary factor determining runway orientation?
 - (a) The location of the terminal building
 - (b) The prevailing wind direction
 - (c) The amount of daylight
 - (d) The type of runway lighting

6. What is the main purpose of Obstacle Limitation Surfaces?
 - (a) To define areas for airport parking
 - (b) To protect aircraft in flight from obstacles
 - (c) To mark the center of the runway
 - (d) To indicate wind direction

7. What does PTB stand for in the context of airports?
 - (a) Passenger Transit Building
 - (b) Passenger Terminal Building
 - (c) Primary Traffic Base
 - (d) Pilot Training Base

8. What is a key function of an airport cargo terminal?
 - (a) Handling passenger check-in
 - (b) Providing entertainment for travelers
 - (c) Handling, storing, and transporting goods by air
 - (d) Managing air traffic control

9. What is a significant environmental impact associated with airport operations?
- (a) Reduced traffic congestion on roads
 - (b) Improved air quality around the airport
 - (c) Noise pollution
 - (d) Increased bird populations
10. Which of the following is an example of a Noise Abatement Procedure?
- (a) Using the loudest possible aircraft engines
 - (b) Flying directly over populated areas at low altitude
 - (c) Implementing noise-reducing flight paths
 - (d) Encouraging more flights during nighttime

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on Systems Perspective in airport planning.
- Or
- (b) Write short notes on different types of PTB layouts.
12. (a) Write short notes on Air Traffic Zones.
- Or
- (b) Write short notes on Approach Areas.
13. (a) Write short notes on Runway orientation.
- Or
- (b) Write short notes on ground based Navigational aids.
14. (a) Write short notes on PTB sub-systems.
- Or
- (b) Write short notes on functions of the Cargo Terminal.

15. (a) Write short notes on Airport Noise Management.

Or

(b) Write short notes on Risk assessment.

Part C

(5 × 8 = 40)

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

16. (a) Explain the main benefits and challenges of a Multi-Airport System.

Or

(b) Explain - the different types of user charges levied at airports.

17. (a) Explain - Airport Planning Procedure.

Or

(b) Explain - Heliports and Water Aerodromes.

18. (a) Explain - Taxiway layout and design.

Or

(b) Explain - Wind rose analysis.

19. (a) Explain - Terminal concepts.

Or

(b) Explain - Air cargo and its characteristics.

20. (a) Explain - Airport risk plans

Or

(b) Explain - Environmental and land use planning impacts.

C-7889

Sub. Code

91563

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Airline and Airport Management

AIRLINE REVENUE MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which type of planning is best suited for an airport facing a rapidly changing environment?
 - (a) Static Planning
 - (b) Master Planning
 - (c) Dynamic Strategic Planning
 - (d) Annual Planning
2. What is a key benefit of a Multi-Airport System (MAS) for a metropolitan region?
 - (a) Increased congestion at the primary airport
 - (b) Reduced overall air traffic capacity
 - (c) Reduced congestion at the primary airport and increased overall capacity
 - (d) Longer travel times for passengers
3. Which factor is crucial when determining the orientation of runways?
 - (a) The location of the nearest river
 - (b) Prevailing wind direction
 - (c) The average temperature of the region
 - (d) The availability of public transportation

4. What are 'Approach Zones' designed to ensure around an airport?
 - (a) Areas for passenger waiting
 - (b) Clear airspace free of obstacles for safe aircraft ascent and descent
 - (c) Zones for aircraft maintenance
 - (d) Areas where airport restaurants are located
5. What is the primary factor determining the orientation of runways?
 - (a) The location of the ATC tower
 - (b) The prevailing wind direction
 - (c) The distance from the city
 - (d) The type of aircraft using the airport
6. What is the purpose of Obstacle Limitation Surfaces (OLS)?
 - (a) To define areas for airport parking
 - (b) To keep certain airspace free of obstacles for aircraft safety
 - (c) To separate runways from taxiways
 - (d) To indicate the maximum speed for aircraft on the ground
7. Which PTB sub-system is primarily responsible for ticketing and check-in?
 - (a) Baggage Handling Systems (BHS)
 - (b) Passenger Processing Systems
 - (c) Flight Interface
 - (d) Information Systems
8. What is a characteristic of "air cargo"?
 - (a) It is always low-value.
 - (b) It is frequently time-sensitive or high-value.
 - (c) It is never transported on passenger planes.
 - (d) It is generally heavy and slow to move.

9. What is a significant environmental concern related to airport operations?
- (a) Improved air quality
 - (b) Noise pollution
 - (c) Reduced traffic congestion
 - (d) Decreased water runoff
10. Which measure is part of Noise Abatement Procedures (NAP)?
- (a) Using runways closer to homes
 - (b) Flying at lower altitudes
 - (c) Implementing noise-reducing flight paths
 - (d) Increasing engine thrust during landing

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on price optimization
- Or
- (b) Write short notes on demand functions
12. (a) Write short notes on revenue management
- Or
- (b) Write short notes on problems in RM
13. (a) Write short notes on Network Management
- Or
- (b) Write short notes on Yield management Capacity Allocation
14. (a) Write short notes on fleet assignments
- Or
- (b) Write short notes on Schedule and capacity adjustment

15. (a) Write short notes on History of LCC

Or

(b) Write short notes on Growth drivers

Part C

(5 × 8 = 40)

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

16. (a) Explain - differences between full fare carriers and lowcost carriers.

Or

(b) Explain - pricing and revenue optimization

17. (a) Explain - Forecasting demand in the airline industry

Or

(b) Explain - Deregulation in the airline industry

18. (a) Explain - List prices vs. customized prices

Or

(b) Explain- - Airline Price - response estimation and Price differentiation

19. (a) Explain - Building a revenue management organization

Or

(b) Explain - Airline scheduling process and Schedule design

20. (a) Explain - LCC Business model practices

Or

(b) Explain - SWOT analysis of LCC.

C-7890

Sub. Code

91564A

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

Sixth Semester

Airline & Airport Management

PROFESSIONAL ETHICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary focus of professional ethics?
 - (a) Personal values
 - (b) Organizational rules and moral conduct in a profession
 - (c) Emotional intelligence
 - (d) Life skills

2. Which of the following is a key aspect of professionalism?
 - (a) Accountability and responsibility
 - (b) Ignoring ethical dilemmas
 - (c) Avoiding professional associations
 - (d) Focusing only on personal success

3. Which ethical theory emphasizes duty-based actions?
 - (a) Utilitarianism
 - (b) Virtue theory
 - (c) Deontology
 - (d) Ethical Egoism

4. What does Moral Pluralism suggest?
 - (a) One universal moral principle applies to all situations
 - (b) Multiple moral principles can coexist
 - (c) Moral decisions are based on consequences only
 - (d) Morality is based on personal gain

5. Which software is commonly used for organizing virtual meetings?
 - (a) Microsoft Excel (b) Notepad
 - (c) Adobe Photoshop (d) Zoom or microsoft teams

6. What is a key component of a personal development plan?
 - (a) Ignoring feedback
 - (b) Setting measurable goals for growth
 - (c) Avoiding professional development
 - (d) Focusing only on technical skills

7. What does the “T” in SWOT analysis stand for?
 - (a) Threats (b) Trends
 - (c) Targets (d) Tasks

8. In the SAF model, what does ‘F’ stand for?
 - (a) Flexibility (b) Forecast
 - (c) Functionality (d) Feasibility

9. Which leadership style adapts based on the situation and team needs?
 - (a) Autocratic Leadership
 - (b) Transactional leadership
 - (c) Situational leadership
 - (d) Laissez-Faire Leadership

10. What is a key factor in motivating employees based on needs?
- (a) Ignoring employee feedback
 - (b) Addressing basic needs like safety and belonging
 - (c) Focusing only on financial rewards
 - (d) Avoiding delegation

Part B

(5 × 5 = 25)

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

11. (a) Explain the difference between personal and professional ethics with examples.

Or

- (b) Discuss the role of professional associations in maintaining ethical standards.

12. (a) Describe the key features of Utilitarianism as an ethical theory.

Or

- (b) Explain the concept of Moral Autonomy and its significance in ethical decision-making.

13. (a) List and explain five ways to effectively manage time in a professional setting.

Or

- (b) Discuss the importance of continuing professional development and its impact on career growth.

14. (a) Explain the components of a PESTEL analysis with an example.

Or

- (b) Describe the SAF model and its application in decision-making.

15. (a) Discuss the factors influencing situational leadership with examples.

Or

- (b) Explain the importance of delegation of authority in effective team management.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the relationship between ethics and professionalism, highlighting the role of ethical dilemmas in shaping professional behavior.

Or

- (b) Evaluate the impact of value education on fostering ethical practices in a profession.

17. (a) Compare and contrast Virtue Theory and Rights Theory in the context of moral decision-making.

Or

- (b) Critically analyze the limitations of Ethical Egoism in resolving moral dilemmas.

18. (a) Discuss the role of emotional intelligence in enhancing personal effectiveness and provide strategies to improve it.

Or

- (b) Evaluate the importance of organizing virtual meetings and managing diaries using appropriate software in a professional context.

19. (a) Analyze how SWOT and PESTEL analyses can be used together to future-proof an organization.

Or

- (b) Discuss the importance of commercial awareness in strategic planning and decision-making with relevant examples.

20. (a) Evaluate the role of motivational forces in driving team performance, with reference to need-based motivation theories.

Or

- (b) Analyze the qualities of an outstanding leader and their impact on effective team working, citing examples of notable leaders.

C-7891

Sub. Code

91564B

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

Sixth Semester

Airline & Airport Management

TOTAL QUALITY MANAGEMENT

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is the main aim of Total Quality Management?
 - (a) Reduce production cost
 - (b) Achieve customer satisfaction
 - (c) Increase advertisements
 - (d) Reduce manpower

2. Which of the following is not a dimension of product quality?
 - (a) Reliability
 - (b) Aesthetics
 - (c) Efficiency
 - (d) Durability

3. Which of the following is not a TQM principle?
 - (a) Customer focus
 - (b) Continuous improvement
 - (c) Leadership
 - (d) Overproduction

4. What is Kaizen?
 - (a) Japanese term for automation
 - (b) Continuous improvement
 - (c) Quality auditing method
 - (d) Marketing technique

5. Which is not one of the seven traditional tools of quality?
 - (a) Check sheet (b) Scatter diagram
 - (c) Control chart (d) Flow process

6. Sigma mainly focuses on:
 - (a) Reducing cost
 - (b) Reducing variation and defects
 - (c) Customer service
 - (d) Benchmarking

7. What does QFD stand for?
 - (a) Quality Failure Diagram
 - (b) Quality Function Deployment
 - (c) Quality Framework Design
 - (d) Quality and Factory Development

8. Taguchi methods are mainly used for:
 - (a) Financial analysis
 - (b) Market segmentation
 - (c) Design of experiments and loss function
 - (d) Employee evaluation

9. ISO 9000 series deals with:
 - (a) Financial reporting
 - (b) Environmental safety
 - (c) Quality management systems
 - (d) Software development

10. Which of the following is a benefit of ISO certification?
- (a) Higher advertisement costs
 - (b) Improved quality and customer satisfaction
 - (c) Increased product defects
 - (d) Increased delivery time

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on customer complaints and their impact on quality?

Or

- (b) Explain the barriers to implementing TQM in an organization.

12. (a) What is employee empowerment? Explain its importance in TQM?

Or

- (b) Define quality statement. Why is it important for strategic quality planning?

13. (a) What is the purpose of control charts in quality management?

Or

- (b) Briefly explain any two tools among the 7 traditional quality tools?

14. (a) Explain the significance of Taguchi's Loss Function.

Or

- (b) What is House of Quality? Mention its components.

15. (a) What are the key elements of ISO 9001:2015 standards?

Or

- (b) Define Quality Auditing. How is it useful in QMS?

Part C

(5 × 8 = 40)

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

16. (a) Discuss the need for quality in both product and service industries with suitable examples.

Or

- (b) Explain the TQM framework and how it contributes to continuous improvement.

17. (a) Describe in detail the principles of TQM and how they contribute to achieving excellence.

Or

- (b) Discuss the importance of team work, recognition and reward systems in TQM implementation.

18. (a) Explain the seven basic quality tools and their applications in problem-solving.

Or

- (b) Describe in detail the Six Sigma methodology and its application in service sector.

19. (a) Explain the stages in the development of House of Quality and how it helps in meeting customer requirements.

Or

- (b) Discuss the principles and benefits of Total Productive Maintenance.

20. (a) Explain the documentation process involved in ISO 9000 Quality Management System.

Or

- (b) Discuss the concept, requirements, and benefits of ISO 14000.

C-7892

Sub. Code

91564C

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

Sixth Semester

Airline & Airport Management

SERVICE MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is NOT a characteristic of services?
(a) Intangibility (b) Perishability
(c) Ownership (d) Inseparability
2. Blueprinting in services refers to:
(a) Service pricing technique
(b) A map of the service process
(c) Technology development
(d) Service delivery network
3. How many Ps are there in the extended marketing mix for services?
(a) 4 (b) 5
(c) 6 (d) 7
4. Which is an example of physical evidence in services?
(a) Brochure (b) Training
(c) Pricing (d) Promotion

5. Internal marketing means marketing to:
 - (a) Government
 - (b) Customers
 - (c) Employees
 - (d) Suppliers

6. Segmentation helps in:
 - (a) Decreasing price
 - (b) Identifying and targeting different customer groups
 - (c) Increasing product life
 - (d) Reducing service time

7. What is the main cause of a service quality gap?
 - (a) Over-staffing
 - (b) Customer loyalty
 - (c) Difference between expected and perceived service
 - (d) Marketing strategy

8. Effective communication about service quality should be:
 - (a) One-sided
 - (b) Misleading
 - (c) Clear and honest
 - (d) Technical only

9. Which sector includes travel, tourism, and hotels?
 - (a) Public utility services
 - (b) Professional services
 - (c) Hospitality services
 - (d) Communication services

10. Which of the following is a key marketing element in aviation services?
 - (a) Runway design
 - (b) On-time service and safety
 - (c) Equipment maintenance only
 - (d) Land transport

Part B

(5 × 5 = 25)

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

11. (a) Explain the growth of the service sector with suitable examples.

Or

- (b) How is technology used in delivering services?

12. (a) What are the 7 Ps of service marketing?

Or

- (b) What is meant by internet as a service channel?

13. (a) Explain the strategic marketing process for services.

Or

- (b) How can service organizations formulate an effective service strategy?

14. (a) Explain the causes of service quality gaps with examples.

Or

- (b) Describe the importance of effective communication in ensuring service quality.

15. (a) Discuss the marketing of services in the aviation industry with examples.

Or

- (b) Write a detailed note on public utility and communication services.

Part C

(5 × 8 = 40)

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

16. (a) Explain the classification of services.

Or

- (b) Describe the process of designing a service blueprint with an example.

17. (a) Discuss pricing strategies and tactics in service marketing.

Or

- (b) Explain the role of planning and segmentation in strategic service marketing.

18. (a) Discuss the factors and techniques to resolve service quality gaps.

Or

- (b) Describe the importance of hospitality services including travel, hotels, and tourism.

19. (a) Evaluate the importance of product and place decisions in service marketing.

Or

- (b) Write a note on public utility and communication services.

20. (a) Discuss the marketing of services in the aviation industry with examples.

Or

- (b) Compare internal and external orientation in service strategy.

C-8543

Sub. Code

91524

B.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Airline and Airport Management

MATHEMATICS OF MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Find the union of set A and B given that set $A = \{2, 4, 6\}$ and set $B = \{4, 10\}$.
2. What is rank of matrix?
3. What is a simultaneous linear equation?
4. What is simple interest?
5. What is meant by statistics?
6. What is the importance of data representation?
7. How to find the arithmetic mean between two numbers?
8. What are the assumptions of Karl Pearson's method?
9. What is index number?
10. How to define consumer price?

Part B

(5 × 5 = 25)

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

11. (a) Explain about the conjugate in matrix operation.

Or

- (b) Write the formula for inverse of matrix by representing 3×3 matrix.

12. (a) Solve the system of equations using the elimination method:

$$2x + 3y = 11$$

$$x + 2y = 7$$

Or

- (b) If the sum of two numbers x and $a+5$ is 39. Find the value of x .

13. (a) Write the different types of data representation.

Or

- (b) Explain types of enquiries.

14. (a) Write the Properties of Arithmetic Mean.

Or

- (b) What is the application of root mean square deviation?

15. (a) Write the Important Considerations for Time Series Analysis.

Or

- (b) Calculate by a suitable method, the index number of price from the following data:

Commodity	2002		2012	
	Price	Quantity	Price	Quantity
A	10	20	16	10
B	12	30	18	42
C	15	30	20	26

Part C

(3 × 10 = 30)

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

16. (a) Find the product of A and B.

$$A = \begin{bmatrix} 1 & 2 & 3 \\ 0 & 2 & 1 \\ 1 & 2 & 5 \end{bmatrix} \text{ and } B = \begin{bmatrix} 1 & 0 \\ 0 & 1 \\ 2 & 1 \end{bmatrix}.$$

Or

- (b) Find the sum of the following APs.

- (i) 2, 7, 12 — to 10 terms.
- (ii) — 37, — 33, — 29, — to 12 terms
- (iii) 0.6, 1.7, 2.8, —, to 100 terms
- (iv) 1/15, 1/12, 1/10, — to 11 terms.

17. (a) Find the compound interest on Rs. 13,000 at 10% for 2 years, compounded annually.

Or

- (b) Explain the types of statistics and mention its limitations.

18. (a) Find the mode from the following frequency distribution:

Number	7	8	9	10	11	12	13
Frequency	3	8	12	15	14	17	9

Or

- (b) Explain Factor Reversal Test.
-

C-8544

Sub. Code

91532

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

Third Semester

Airline and Airport Management

AVIATION INDUSTRY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the primary growth drivers of the aviation industry?
2. Define the global aviation industry
3. What are the primary functions of an airport in the civil aviation sector?
4. List the services offered at cargo terminals.
5. What is ground handling?
6. What are the main objectives of airport security?
7. What is the role of flight information counter?
8. Define ramp services.
9. What are the initial steps to take when a bomb threat is received?
10. What is unlawful interference in aviation?

Part B

(5 × 5 = 25)

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

11. (a) What are the current growth trends in the Indian aviation industry?

Or

- (b) Discuss the various types of commercial aircraft used by Indian airlines.

12. (a) What are the major challenges facing airports today?

Or

- (b) What is the role of the Airports Authority of India (AAI) in regulating airport operations in India?

13. (a) What factors must be considered when planning the layout of an airport terminal?

Or

- (b) Discuss the components of managerial operations in the aviation industry.

14. (a) Discuss the importance of emergency response plans in maintaining airside safety.

Or

- (b) Describe the typical workflow in an aviation freight warehouse.

15. (a) How has the history of hijacking incidents shaped current aviation security measures?

Or

- (b) What is situational awareness, and why is it critical in the aviation industry?

Part C

(3 × 10 = 30)

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

16. (a) Briefly discuss the role of aircraft manufacturers like Boeing and Airbus in the aviation industry.

Or

- (b) Explore the impact of low-cost carriers on the aviation market in India.

17. (a) Explain the main functions of international airports compared to domestic airports.

Or

- (b) Explain some best practices from airports that have successfully improved accessibility for disabled travelers.

18. (a) Provide an example of a successful freight warehouse management implementation in the aviation industry briefly.

Or

- (b) Briefly discuss the investigation methods and procedures in crisis at airport.
-

C-8545

Sub. Code

91533

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

Third Semester

Airline and Airport Management

AVIATION ANCILLARY SERVICE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the responsibilities of ground handlers?
2. What are the key components of ground handling services?
3. What are the key functions involved in passenger handling?
4. What are the key services provided to VVIPs and VIPs during their travel experience?
5. What are the primary functions of the export shed in airport cargo services?
6. What is airway bill?
7. What are the standard procedures for meal preparation in airline catering?

8. What is the key purpose of providing accommodation services at airports?
9. What is the primary focus of Annex 17?
10. What is the main objective of security screening processes at airports?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the responsibilities of airline personnel in managing ancillary services.

Or

- (b) Discuss the difference between self-handling and outsourcing.

12. (a) What protocols should be followed during the arrival and departure of VVIPs and VIPS at an airport?

Or

- (b) What procedures should airlines implement to assist passengers with physical challenges during check-in?

13. (a) What are the primary responsibilities involved in cargo aircraft handling?

Or

- (b) What are the challenges faced in handling perishable goods in air cargo?

14. (a) Discuss the trends in sustainable catering practices within the airline industry.

Or

- (b) What are the differences between escort services for domestic and international flights?

15. (a) Discuss the key considerations in designing airport security systems to manage threats and ensure passenger safety.

Or

- (b) Discuss the significance of access control in airport security design.

Part C

(3 × 10 = 30)

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

16. (a) Discuss case studies of airlines that successfully transitioned from outsourcing to self-handling or vice versa.

Or

- (b) What innovations in ground handling have been implemented in airports abroad? Explain.

17. (a) What are the procedures for handling special passenger categories at the departure concourse?

Or

- (b) Briefly discuss the future trends in air cargo and their potential impacts on the industry.

18. (a) Explain the role of accommodation services in managing passenger flow during flight disruptions.

Or

- (b) Explain the role of Annex 17 in the context of airport security.
-

C-8546

Sub. Code

91534

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

Third Semester

Airline and Airport Management

AIRLINE AND AIRPORT ORGANISATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who are the major players in airline industry?
2. Define ICAO.
3. What are ramp services?
4. How do airlines determine the optimal size of their fleet?
5. What is airside management?
6. What are the primary responsibilities of an airport terminal operator?
7. What are the primary functions of international tour operators?
8. Describe the role of travel agencies in the international tourism sector.
9. What are the primary functions of an airport?
10. Define AAI.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the function of IATA.

Or

- (b) What roles do ICAO and IATA play in the global airline industry?

12. (a) Why are ground handling agencies crucial for airport operations?

Or

- (b) What factors must be considered when planning in-flight catering for different airlines?

13. (a) What is terminal management, and how does it apply to international cargo?

Or

- (b) What are the primary functions of ground handling services?

14. (a) How do travel agents negotiate rates and contracts with hotels?

Or

- (b) What role do online reviews play in the hotel selection process for travel agents?

15. (a) Describe the design considerations for runway and taxiway systems.

Or

- (b) Discuss the significance of AAI in the development and management of airports in India.

Part C

(3 × 10 = 30)

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

16. (a) Briefly explain the SWOT analysis of an airline industry.

Or

- (b) Discuss the challenges faced by a specific airline during a crisis (e.g., COVID-19 pandemic).

17. (a) What are the key responsibilities of ground handling agencies? Explain.

Or

- (b) Briefly discuss the impact of technology on improving passenger services in terminals.

18. (a) How do cultural differences influence the type of tourist attractions in India and the rest of the world? Explain.

Or

- (b) Explain the regulatory framework established by the DGCA for civil aviation.
-

C-8547

Sub. Code

91535

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

Third Semester

Airline and Airport Management

ECONOMICS FOR EXECUTIVES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the importance of growth as an objective for business firms?
2. How can firms adjust their objectives based on performance metrics?
3. What is the law of diminishing returns?
4. Define the law of variable proportions
5. Define the different types of market structures
6. Define monopoly
7. What is marginal productivity theory?
8. State dynamic theory of profit.
9. What are the implications of tax policies on business profitability?
10. What are the benefits of public-private partnerships?

Part B

(5 × 5 = 25)

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

11. (a) Why profit maximization is considered the primary objective of most business firms?

Or

- (b) What are social responsibilities in the context of business economics?

12. (a) Discuss a scenario where a business might experience diminishing returns.

Or

- (b) What role does consumer behavior play in the economics of sale?

13. (a) What are the key features of monopolistic competition?

Or

- (b) Discuss the characteristics of an oligopoly.

14. (a) What is dynamic pricing, and how does it differ from traditional pricing strategies?

Or

- (b) Discuss the significance of time in the dynamic theory of profit.

15. (a) What are the key performance indicators used to assess public enterprises in India?

Or

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

Part C

(3 × 10 = 30)

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

16. (a) What are the key strategies an executive can implement to achieve profit maximization? Explain.

Or

- (b) Draw and explain a typical demand curve illustrating the law of demand.

17. (a) Explain the concept of marginal product and average product in the context of a production function.

Or

- (b) Explain the characteristics of perfect competition. What are its implications for pricing strategies?

18. (a) Explain the relationship between liquidity preference and interest rates according to Keynes.

Or

- (b) Briefly discuss the impact of globalization on monopoly control in India.
-

C-8548

Sub. Code

91536

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

Third Semester

Airline and Airport Management

PERSONALITY DEVELOPMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What techniques can improve your listening skills?
2. State the importance observation.
3. What is empathy?
4. Define emotional intelligence
5. State the importance of time.
6. List the rules of motivation
7. What common questions do you expect during a job interview?
8. What is the importance of sending a thank-you email after an interview?
9. What are the typical dress codes for different types of interviews?
10. What are the key components of a strong resume?

Part B

(5 × 5 = 25)

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

11. (a) Describe the different types of communication.

Or

- (b) Discuss the stages of listening.

12. (a) Discuss the methods to improve creativity.

Or

- (b) Discuss the role of active listening in fostering empathy.

13. (a) Discuss different leadership styles and their impact on team performance.

Or

- (b) What are the different theories of motivation, and how do they apply to personality development?

14. (a) What questions do you typically ask the interviewer?

Or

- (b) What strategies can you use to redirect an interviewer back to relevant topics?

15. (a) How can candidates balance personal style with professional expectations?

Or

- (b) Discuss the importance of interview training.

Part C

(3 × 10 = 30)

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

16. (a) Explain the common barriers to effective communication, and how can they be overcome?

Or

- (b) Describe techniques you use to maintain a positive outlook in challenging situations.

17. (a) Explain in detail about 10 blocks that affects creativity.

Or

- (b) What role does time management play in achieving self-discipline and motivation? Explain.

18. (a) Explain the 10 rules of interviewing with suitable example.

Or

- (b) What challenges did you face while preparing your presentation, and how did you overcome them? Explain with suitable example.
-

C-8550

Sub. Code

91537

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

Third Semester

Airline and Airport Management

YOGA FOR HUMAN EXCELLENCE

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the key objectives of value education?
2. Why is value education important in today's world?
3. List some muglay invasion.
4. What is invasion?
5. What role do gender equality programs
6. How has corruption affected India's growth and development?
7. What role does value education play in shaping students' personal and professional lives?
8. What are the role of NCC and NSS club?

9. What is mean by corruption?
10. What would a world without honesty?

Part B

(5 × 5 = 25)

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

11. (a) What is the impact of declining human values on society?

Or

- (b) How does value education help in character building?

12. (a) How did the Bhakti movement contribute to moral and ethical education in India?

Or

- (b) How did Buddhism and Jainism influence the social and educational structure of the Vedic period?

13. (a) What challenges has India faced in upholding fundamental rights and duties?

Or

- (b) What are the dangers of “Science without Humanism” in modern times?

14. (a) Why is value education important in helping students adjust to college life?

Or

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

15. (a) How does modern technology contribute to the erosion of values?

Or

- (b) Some students feel unsafe walking on your street at night due to poor lighting and past incidents of harassment. They demand increased security measures.

Question: How should the administration address these safety concerns while respecting financial and logistical constraints?

Part C

(3 × 10 = 30)

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

16. (a) How did the humanistic movement shape modern thinking? And explain

Or

- (b) What were the contributions of Gandhi, Swami Vivekananda, and Rabindranath Tagore to value education in India?

17. (a) How did Dr. A.P.J. Abdul Kalam emphasize value-based education in his speeches and books?

Or

- (b) What major steps have the Indian central and state governments taken to reduce social and economic disparities?

18. (a) Explain in detail about the Political, Economic, and Social Conditions before Turkish Invasion in India.

Or

- (b) How does peer pressure influence people to compromise on their values?
-

C-8551

Sub. Code

91542

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

Fourth Semester

Airline and Airport Management

**PRINCIPLES OF AIRLINE AND AIRPORT
MANAGEMENT**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the key milestones in the history of aviation?
2. List the top three largest airlines in the world by passenger traffic
3. Define IATA.
4. What are the functions of IATA?
5. Define DGCA.
6. Describe the environmental considerations in airport planning.
7. Define the operational structure of an airline
8. Write the procedure of security clearance at airport.
9. What is public private participation in aviation?
10. What are the primary types of airport fees charged to airlines?

Part B

(5 × 5 = 25)

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

11. (a) Describe the key milestones in the development of air transportation.

Or

- (b) What is the significance of the UDAN (Ude Desh ka Aam Naagrik) scheme in the Indian aviation market?

12. (a) How does ICAO contribute to global aviation safety and security?

Or

- (b) Discuss the relationship between ICAO and IATA in the regulation and promotion of international air transport.

13. (a) Discuss the process of airport master planning.

Or

- (b) How can terminal design enhance passenger experience and satisfaction?

14. (a) How does terminal management impact passenger experience?

Or

- (b) What are the components of an effective baggage handling system in an airline terminal?

15. (a) Explain how international agreements and regulations influence airport fee structures.

Or

- (b) What is PPP model airport? Explain.

Part C

(3 × 10 = 30)

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

16. (a) Explain the history of aviation from its inception to the present day, highlighting key technological advancements.

Or

- (b) Examine the role of technological advancements in addressing the current challenges in airline operations.

17. (a) Explain the significance of IATA codes.

Or

- (b) Explain the roles and responsibilities of airport management.

18. (a) Explain the role of immigration authorities in airport operations.

Or

- (b) Explain the role of public private partnership in innovative development in Indian airports.
-

C-8552

Sub. Code

91543

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

Fourth Semester

Airline and Airport Management

AIR TRAVEL MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is PESTE analysis?
2. What is marketing?
3. Write the Michel porter's five factors.
4. State the importance of customer service in air travel services.
5. What is Travel Information Management?
6. State the importance of visa and passport requirements.
7. What role do government policies play in the growth of air transport?
8. What are the primary components of an airport airfield?
9. What are the key components of an airline pricing policy?
10. What are the primary objectives of air freight policy?

Part B

(5 × 5 = 25)

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

11. (a) How does air travel management differ from other modes of transportation management?

Or

- (b) Discuss about the market segmentation.

12. (a) What role does aircraft technology play in enhancing fleet performance?

Or

- (b) What factors influence the demand for air freight services?

13. (a) What is the impact of fluctuating currency values on air travel expenses?

Or

- (b) What are the immigration requirements for students wishing to study abroad?

14. (a) Discuss the importance of airfield inspections and maintenance.

Or

- (b) Describe the different types of air traffic zones and their characteristics.

15. (a) What is the difference between uniform and differential pricing?

Or

- (b) What are the primary selling channels in air freight?

Part C

(3 × 10 = 30)

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

16. (a) Explain the need of PESTE analysis in airline management.

Or

- (b) Explain land transportation and sea transportation industry and how it affects the air transport.

17. (a) What are the challenges airlines face when implementing focus strategies in international markets? Explain.

Or

- (b) Explain the calculation of flying time, ground time and elapsed time with suitable example.

18. (a) Briefly discuss a notable incident that occurred due to mismanagement of approach areas.

Or

- (b) Explain in detail the brand building strategies in airline industry.
-

C-8553

Sub. Code

91544

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

Fourth Semester

Airline and Airport Management

LOGISTICS AND AIR CARGO MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Logistics.
2. What is marketing?
3. Define Warehouse.
4. Write about Material Handling.
5. Define TQM.
6. What do you mean about Global Environment?
7. Write about Air Cargo.
8. Define Liability.
9. Define Airway Bill.
10. Write about Cargo Terminals.

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of Inventory Management.

Or

- (b) Explain briefly Marketing and Logistics Channel.

12. (a) Explain in detail about Transport Security.

Or

- (b) Explain Product Packaging and Pricing briefly.

13. (a) Explain the procedures followed in Global Supply Chain.

Or

- (b) List out the ways you know to improve Logistics Performance.

14. (a) Explain the types of Cargo briefly.

Or

- (b) Explain the operations & Industry Regulations of Air Cargo.

15. (a) Explain Airport Cargo Activity & Cargo Zone.

Or

- (b) Explain emerging trends in Cargo and Cargo Carriers.

Part C

(3 × 10 = 30)

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

16. (a) Explain the growth of Logistics in the Global Organizations in detail.

Or

- (b) Explain Deregulation & Government Rules in Cargo Transportation.

17. (a) Briefly explain the implementation of TQM in Logistics of Air Cargo.

Or

- (b) Explain the procedure in handling different types of Cargo materials.

18. (a) Explain in detail about Airway Bill and its types.

Or

- (b) Describe the procedure in handling an Aircraft with Cargo.
-

C-8554

Sub. Code

91545

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline and Airport Management

CUSTOMER RELATIONSHIP MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who is a customer?
2. List the stages of the customer life cycle?
3. Why should businesses adopt CRM?
4. What is an analytical CRM?
5. What are the strategies for customer acquisition?
6. How can we identify customer satisfaction?
7. Define customer alignment.
8. How integrated business is validated?
9. What is the use of data warehousing?
10. What is data-mining?

Part B

(5 × 5 = 25)

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

11. (a) What are the properties of a relationship manager?

Or

- (b) Describe in detail about the six market models in relationship marketing.

12. (a) Write the evolution of CRM.

Or

- (b) Discuss the strategies for customer acquisition, retention and prevention of defection.

13. (a) What are the functions of contact management?

Or

- (b) Explain the concept of sales force automation.

14. (a) Explain about any one technology used for vendor selection.

Or

- (b) Discuss in detail the concept of value chain model.

15. (a) What are the challenges faced in Database marketing?

Or

- (b) Write about advanced data and information systems.

Part C

(3 × 10 = 30)

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

16. (a) Briefly explain about the customer life cycle.

Or

(b) Explain about the evolution of relationship management.

17. (a) Explain about the Loyalty Program Value Propositions.

Or

(b) Explain the tool of CRM integrations that will power up your business.

18. (a) Explain about the development of marketing management in India.

Or

(b) Explain about the techniques in database marketing.

C-8555

Sub. Code

91546

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline and Airport Management

TRAVEL AGENCY OPERATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define TAAI.
2. State any two roles of travel agency.
3. What is itinerary?
4. State any two roles of tour operators.
5. What is personal frisking?
6. State security check-in.
7. What is international tourism?
8. What is airline ticketing?
9. Define health documentation.
10. Define passport.

Part B

(5 × 5 = 25)

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

11. (a) State the importance of global indicators.

Or

- (b) Discuss the functions of travel agency.

12. (a) Explain the types of tour packages.

Or

- (b) State the features of tour planning.

13. (a) Explain the formalities in boarding the plane.

Or

- (b) Describe the international departure formalities in detail.

14. (a) Discuss about the term exploring new destinations.

Or

- (b) Explain airline terminal management in detail.

15. (a) State the objectives of OAG.

Or

- (b) Explain the process of pooling of baggage and allowance.

Part C

(3 × 10 = 30)

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

16. (a) Explain the aims and objectives of ICAO.

Or

(b) Elucidate the IATA geography in detail.

17. (a) Discuss the legal position in case of non-compliance.

Or

(b) Explain the tour pricing Strategies in detail.

18. (a) Discuss the India a tourism destination.

Or

(b) Describe the legal liability for passenger baggage.

C-8556

Sub. Code

91547

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Airline and Airport Management

RETAIL MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the importance retailing.
2. What are the key components of effective retail management?
3. What steps should retailers follow in the strategic planning process?
4. Mention the classification of retail units.
5. What criteria will you use to select the location for your retail store?
6. What is space planning in retail management?
7. What is foreign direct investment?
8. How does India's retail market size compare to other major economies?
9. What is strategic planning process in global retail?
10. Mention the major threats to the retail industry.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the role of retailing in the supply chain.

Or

- (b) Discuss the recent trends in retailing.

12. (a) What are the different organizational structures used in retail management?

Or

- (b) How do retailers align their planning processes with corporate strategy

13. (a) What are the stages in setting up the process of a retail organization?

Or

- (b) What are the factors affecting the location of retail?

14. (a) Discuss the challenges to retail development in India.

Or

- (b) Describe the evolution of retail industry in India.

15. (a) Discuss the major challenges in global retailing.

Or

- (b) Discuss the global retail strategy to mitigate threats.

Part C

(3 × 10 = 30)

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

16. (a) Explain international retail market with respect to U.S.retail market with similarities and differences.

Or

- (b) Explain the functions of retailing in detail.

17. (a) What are the main types of retail layouts? Briefly describe each type.

Or

- (b) What are the various retail formats that have emerged in India over the years? Explain,

18. (a) Explain briefly foreign direct investment in Indian retail market.

Or

- (b) What challenges do global retailers face, and what strategies can they implement to address these issues? Explain.
-

C-8557

Sub. Code

91551

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Airline and Airport Management

AIRCRAFT MAINTENANCE AND CREW MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the role of an engineer?
2. Expand MSG.
3. What is the full form of PPC?
4. What is production control?
5. What are the elements of CRM?
6. What are airline libraries?
7. What is the full form of HFACS?
8. Explain about unsafe supervision in HFACS.
9. What are the skills needed to train in CRM?
10. What is hangar maintenance?

Part B

(5 × 5 = 25)

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

11. (a) What is POM? Explain with appropriate guidelines.

Or

- (b) Explain about failure rate pattern in detail.

12. (a) Explain about airline libraries in detail.

Or

- (b) What does PPC handle? Mention its functions.

13. (a) Explain about MRM and CRM training skills.

Or

- (b) What is CRM? Explain about the impact of CRM in aviation safety.

14. (a) Explain about Computer Program Modules in detail.

Or

- (b) Explain about the Evaluation of CRM skills by the trainer.

15. (a) What is a competency profile for CRM?

Or

- (b) What are automation and up-gradation skills involved in CRM?

Part C

(3 × 10 = 30)

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

16. (a) Explain about MSG and its process.

Or

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

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

Or

(b) Explain about how “C” checks are planned out and explain about feedback in PPC.

18. (a) What is Human performance analysis? How is it carried out?

Or

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

C-8558

Sub. Code

91552

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

Fifth Semester

Airline and Airport Management

**AIRLINE MARKETING & AVIATION SAFETY
MANAGEMENT**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention porter's five forces.
2. What is SWOT Analysis?
3. What is Relationship Marketing?
4. What is Airline promotion?
5. Mention any two problems of local rationales.
6. List the source of financial benefits?
7. What is Threat and Error Management?
8. What are the two accidents / incident prevention program?
9. What is Bird strike?
10. What is MEL?

Part B

(5 × 5 = 25)

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

11. (a) Explain fundamentals of the Business Model.

Or

- (b) Discuss about focus strategies in Airline Marketing.

12. (a) Explain the marketing communication techniques.

Or

- (b) Explain about the anatomy of sales.

13. (a) What are the profits and loss under the financial factors of any Airline Industry? Explain with a case study.

Or

- (b) Briefly explain on Revenue Enhancement.

14. (a) Explain about Runway Incursions.

Or

- (b) Explain the safety cultures in Airline Industry.

15. (a) Discuss about psychological aspects involved in Aviation.

Or

- (b) Define EAC and explain Cockpit Procedure.

Part C

(3 × 10 = 30)

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

16. (a) Discuss about the strategic families and its role in Airline Marketing.

Or

- (b) What are the programme member requirements for FFPs?

17. (a) Explain about the fuel cost in the airline industry. Why fuel cost plays a major part in SWOT analysis?

Or

- (b) Explain the procedure to control human errors, to avoid major accidents.

18. (a) Explain in detail about the fundamentals and components of relationship marketing.

Or

- (b) Discuss and explain about the responsibilities of the airport staff before the flight takeoff and how it helps to avoid accidents?
-

C-8559

Sub. Code

91553

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

Fifth Semester

Airline and Airport Management

AIR TRAFFIC CONTROL

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of ATS?
2. Expand VFR and IFR.
3. What are the conditions for raising levels of minimum flight altitude?
4. What is RNAV?
5. What is RADAR?
6. What is the rule of air?
7. What is Aerodrome Reference Point?
8. What is Aerodrome Data?
9. What do you mean by Airport Beacon?
10. How do you denote obstacles in case of an emergency?

Part B

(5 × 5 = 25)

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

11. (a) Explain the scope of A.T.C.

Or

- (b) Write short notes on Visual Flight rule operations.

12. (a) Explain vertical, lateral and longitudinal separation of aircrafts.

Or

- (b) Explain in brief about position reports.

13. (a) Explain basic Radar Terminology.

Or

- (b) Explain the use of Radar in area control approach services in detail.

14. (a) Write short notes on type of runways.

Or

- (b) Explain Aerodrome basic terminologies.

15. (a) Write short notes on landing direction indicator and wind direction indicator.

Or

- (b) Explain in brief about various marking on runway.

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail about various parts of ATS.

Or

- (b) Explain the military and civilian ATC coordination in detail.

17. (a) Explain with block diagram in detail on secondary Radar.

Or

- (b) Discuss about the navigational aids that are used for takeoff and landing.

18. (a) What is aerodrome data? Explain the physical characteristics and obstacles restricted in an aerodrome.

Or

- (b) What is Runway Marking? Explain general marking requirements and various kinds of markings.
-

C-8560

Sub. Code

91554

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

Fifth Semester

Airline and Airport Management

AIR TRANSPORT IN TOURISM

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the importance of Air travel in tourism.
2. Write the scope of Air transport.
3. Write the roles and responsibilities of IATA
4. What is the meaning of world tourism?
5. Differentiate between hotels and resorts.
6. Describe cancellation policy of hotels and resorts.
7. State the impact of currency fluctuations in air tourism.
8. Mention the role of travel agency.
9. List the activities of people travelling.
10. What is FIT.

Part B

(5 × 5 = 25)

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

11. (a) Discuss a perception of travel worldwide.

Or

- (b) Why has tourism become important worldwide?

12. (a) Write a short note on Indian tourism in air transport.

Or

- (b) Explain Air taxi operation.

13. (a) Discuss the classification of hotels based on star ratings.

Or

- (b) Which meal plan in hotels includes all the meals for the guests along with the room tariff?

14. (a) Explain the objectives of customer service in air transportation.

Or

- (b) Discuss the relationship of organization in Air Transportation.

15. (a) Explain the different types of adventure tourism.

Or

- (b) Explain group travel and mention its types.

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail about the development of tourism in India.

Or

- (b) Enumerate in detail Tourist attractions in various Indian States. Give some examples.

17. (a) Explain the role of air transport in the development of global tourism.

Or

- (b) Briefly explain the hotel room types and bedding types.

18. (a) Briefly explain the need of training and development of travel agent.

Or

- (b) Explain about the International Air Services Transit Agreement.
-

C-8561

Sub. Code

91555

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

Fifth Semester

Airline and Airport Management

**SERVICE MARKETING/PUBLIC RELATIONS IN
AVIATION**

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List the features of operator?
2. What are Media challenges?
3. What are the different types of transport service?
4. Define Positioning.
5. What is tangibility?
6. What is Customer Retention?
7. What are the reasons for losses in Management?
8. What is sustainability?
9. What is privatization?
10. Define Relationship Marketing.

Part B

(5 × 5 = 25)

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

11. (a) Write about the importance of tourism.

Or

- (b) Enumerate the scope of achievement and importance of positioning and maintenance.

12. (a) List out the role of railway industry in tourism.

Or

- (b) Write about the role and importance of Transport in business.

13. (a) Elaborate the challenges that are faced in quality service.

Or

- (b) Explain the failures of PR professionals.

14. (a) Explain the four p's of Marketing.

Or

- (b) Dos and don'ts of customer service —List out.

15. (a) Explain the key characteristics of low cost carriers.

Or

- (b) Explain SWOC analysis.

Part C

(3 × 10 = 30)

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

16. (a) What is public relation? Explain how it is been imparted in organization.

Or

- (b) Communication is the blood for the business - Justify.

17. (a) What are the 7c's in travel service marketing and how it has an impact in business.

Or

- (b) Explain the role of passenger service in detail.

18. (a) Explain the process of distribution services.

Or

- (b) Explain in detail about Market Segmentation.
-

C-8562

Sub. Code

91556

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

Fifth Semester

Airline and Airport Management

CONSUMER BEHAVIOUR

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Customer value.
2. What is De-marketing?
3. What are the two paradigms of consumer research?
4. What is primary research?
5. What is the principle of association?
6. Mention the Elements in Consumer Learning.
7. What is meant by “squad” in secondary group?
8. List the types of Reference Group.
9. Who are Market Mavens?
10. Define variety-seeking buying behavior.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the Nature and Scope of Consumer Behavior.

Or

- (b) Explain the importance of customer retention

12. (a) What are the characteristics of consumer needs?

Or

- (b) Enumerate the Process included in consumer research.

13. (a) What are the basic elements in consumer learning? Examine.

Or

- (b) Explain the different principles in consumer learning.

14. (a) Mention the objectives of cross-culture.

Or

- (b) Describe the different types of groups.

15. (a) Explain the different steps In Purchase process.

Or

- (b) Describe the different types of opinion leaders.

Part C

(3 × 10 = 30)

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

16. (a) Comment on the Meaning, Characteristics, Problems faced and the drivers to change of Indian Consumer.

Or

- (b) What do you mean by customer retention? Discuss the strategies for customer retention.

17. (a) Give a description on consumer research paradigms.

Or

- (b) What do you mean by reference group? Explain its types.

18. (a) Study in detail on the concept of opinion leadership process.

Or

- (b) Describe the types of consumer decision making behavior.
-

C-8563

Sub. Code

91561

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

Sixth Semester

Airline and Airport Management

AIR TRANSPORTATION SAFETY AND SECURITY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Screening.
2. Differentiate passive & active millimeters.
3. Write short notes on Terrorism.
4. What is the purpose of 9/11 Terrorist Act?
5. Define Hijacking.
6. Who is Sky Marshall?
7. Define ECAC.
8. Write about Biological Warfare.
9. What is Bio simmer?
10. What is the purpose of Microwave Holographic Imaging?

Part B

(5 × 5 = 25)

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

11. (a) List out the detection techniques being followed in airports. Explain them in brief.

Or

- (b) Explain the contribution of metal detectors in the security procedures followed in airports.

12. (a) Explain the causes of terrorism in brief.

Or

- (b) Explain Nuclear Terrorism in detail.

13. (a) Explain the steps taken to contend with Hijacking.

Or

- (b) What are the details you know about Public Law in Hijacking? Explain.

14. (a) Explain International Aviation Safety Assessment Program in detail.

Or

- (b) Explain in brief about Tokyo Convention.

15. (a) Explain the ways to identify drugs & explosives in airport.

Or

- (b) Explain the uses of Fire Security Scanner in detail.

Part C

(3 × 10 = 30)

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

16. (a) Explain the importance of Air Transportation Safety & Security in detail.

Or

- (b) Explain Rival claim of Palestine & Palestine Liberation Organization.

17. (a) Explain Sky Marshal Programme and the changes made in Cockpit doors.

Or

- (b) Explain the Legislations and Regulations framed by ICAO regarding safety and security.

18. (a) Explain the Technological Improvements on Aviation Safety & Security.

Or

- (b) Explain the New Generation of Video Security Systems.
-

C-8564

Sub. Code

91562

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

Sixth Semester

Airline and Airport Management

AIR REGULATIONS

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define DGCA.
2. Define AAI.
3. What is Aircraft Act 1934?
4. What is the motto of Tokyo Convention?
5. What is Air Corporation Act?
6. Define the relationship between Airlines & Airports
7. Define CAR.
8. Who are called Flight Crew?
9. What are the needs for Conventions?
10. Define Warsaw Convention 1920.

Part B

(5 × 5 = 25)

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

11. (a) Explain few words about Indian Civil Aviation.

Or

- (b) Explain the relationship between DGCA & ICAO.

12. (a) What are the objectives of Aircraft Act of 1934?

Or

- (b) What is general condition of flying under aircraft rule of 1937?

13. (a) Explain International Airports Authority of India Act 1971.

Or

- (b) Explain Air Corporation Ordinance 1994 in detail.

14. (a) Explain the standards for Aerodrome and Air Traffic Services.

Or

- (b) Explain the standards for Aircraft Operations in the Airside of an Airport.

15. (a) Compare the scenario of Airlines before and after Tokya Convention 1963.

Or

- (b) Explain the purpose of Chicago convention and PICAQ.

Part C

(3 × 10 = 30)

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

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

Or

(b) Explain the Suppression of Unlawful Acts against Civil Aviation Act 1982 in detail.

17. (a) Explain the impact of Air Corporation Act 1953 and its effect in Indian Airline Industry.

Or

(b) Explain the creation and updates of Civil Aviation Requirements in detail.

18. (a) Explain the positive changes in the field of Aviation as a timeline feed in detail.

Or

(b) Explain the Anti-Hijacking Act 1982 and its consequences to Airports and Airlines.

C-8565

Sub. Code

91563

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

Sixth Semester

Airlines and Airport Management

AIRLINE AND AIRPORT MARKETING MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the 7 P's of marketing mix?
2. What are the types of distribution on channels?
3. What is the difference between consumers and customers?
4. Define product market analysis.
5. What is revenue management?
6. What is meant by cost leadership airlines?
7. What is FFP?
8. What is the maximum stay condition'?
9. What are the changes made in the conventional airport?
10. Expand BAA.

Part B

(5 × 5 = 25)

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

11. (a) Explain briefly about Airline business.

Or

- (b) Define market segmentation and how it is being practiced in the airline industry.

12. (a) Write brief notes on Michel Porter's five factors.

Or

- (b) Describe marketing strategies in the airline industry.

13. (a) Explain the role and scope of activity in the airport enterprise.

Or

- (b) Write the advantages of uniform and differential pricing strategy.

14. (a) Write brief notes on distribution channel strategies.

Or

- (b) Elucidate the stages in the application of marketing principles.

15. (a) Briefly discuss the travel agency distribution system.

Or

- (b) Explain focus strategies that are involved in airline management.

Part C

(3 × 10 = 30)

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

16. (a) Explain Building blocks in airline pricing policy in detail.

Or

- (b) Explain Briefly Marketing mix with suitable examples.

17. (a) Explain briefly a marketing mix with suitable examples in the airline industry.

Or

- (b) Discuss about cost leadership strategies with suitable examples.

18. (a) Explain airport marketing plan in detail.

Or

- (b) Discuss the Air Transport Value Chain.
-

C-8566

Sub. Code

91564

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

Sixth Semester

Airlines and Airport Management

AIRCRAFT MAINTENANCE MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Maintenance Intervals.
2. What is meant by maintenance?
3. Write the significance of ATA documents?
4. What is the importance of documentation in maintenance?
5. What are the purposes of technical publications?
6. What are the importances of planning in production?
7. List out the specialties of hanger support shop.
8. What are the objectives of Maintenance control center?
9. What is the role of quality audit?
10. Define Quality control.

Part B

(5 × 5 = 25)

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

11. (a) Why we need to do on time for maintenance?

Or

- (b) Write short notes on “Maintenance steering group”.

12. (a) Explain in detail about Task Cards.

Or

- (b) Discuss about the advisory circulars and airworthiness directives.

13. (a) What are the function of technical publications?

Or

- (b) What area the planners need to know to adjust future plans?

14. (a) What are the requirements of crew skill?

Or

- (b) List out “Line station activities”.

15. (a) Write short notes on ISO 9000 quality standards.

Or

- (b) List the continuous records required for quality audit.

Part C

(3 × 10 = 30)

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

16. (a) Briefly describe about the condition monitoring process.

Or

- (b) List out the requirements for aircraft maintenance organization.

17. (a) Briefly explain the class “C” check planning.

Or

- (b) Explain about the maintenance control center responsibilities.

18. (a) Discuss about the elements of reliability program.

Or

- (b) Discuss about the hangar maintenance activities.
-

C-8567

Sub. Code

91565

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

Sixth Semester

Airline and Airport Management

AVIATION RESOURCE MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the role of CRM?
2. How does CRM contribute to effective communication and decision-making in aviation?
3. Define teamwork.
4. What are the key responsibilities of flight attendants?
5. What is meant by work life balance?
6. Define fatigue.
7. List two skills needed for airline pilot.
8. What is the advantage of automation in aviation?
9. What are the emerging trends in aviation?
10. What are some examples of user-driven innovations in aviation operational information?

Part B

(5 × 5 = 25)

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

11. (a) How can human factors training be integrated into an organization's safety management system (SMS)?

Or

- (b) How do stress, fatigue, and workload management influence safety culture in aviation?

12. (a) How does effective communication among cabin crew members contribute to flight safety?

Or

- (b) Describe about Job performance of Flight attendants.

13. (a) What are some of the unique challenges faced by air ambulance crews in providing critical care mid-air?

Or

- (b) How to improve physiological of crew?

14. (a) What are the key qualifications required to become a commercial airline pilot?

Or

- (b) What role do psychological and personality tests play in the recruitment of air traffic controllers?

15. (a) What are the key components of aviation operational information?

Or

- (b) How does managing operational information impact flight safety?

Part C

(3 × 10 = 30)

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

16. (a) Discuss the importance of situational awareness in general aviation CRM training.

Or

- (b) Explain how passenger feedback improve the service of Flight attendants.

17. (a) How does fatigue impact pilot performance during flights? And explain.

Or

- (b) Explain about Organizational Learning in Aviation.

18. (a) Discuss the importance of information security in the management of aviation operational information.

Or

- (b) What are the advantages and limitations of automation in aviation and how does it impact pilot performance?
-