PRESIDENCY UNIVERSITY
BENGALURU
School of Management
Mid - Term Examinations – Nov 2024

Semester: 5TH   **Date**: 06-11-2024

Course Code: BAV 3012   **Time**: 9:30am - 11:30am

Course Name: AIRPORT MANGEMNT   **Max Marks**: 50

Program: BBA Aviation Management   **Weightage**: 25%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.   **2Mx5Q=10M**

1	Define strategic planning in the context of airport management	2 Marks	Remembering	CO1
2	Name any two segmentation variables of air passenger market.	2 Marks	Remembering	CO2
3	Define flight overbooking.	2 Marks	Remembering	CO3
4	What are the primary objectives of an airport's strategic plan?	2 Marks	Remembering	CO1
5	Name two principles of best practices in airport financial management according to ICAO	2 Marks	Remembering	CO2

Part B

Answer ALL Questions. Each question carries 10 marks.   **4QX10M=40M**

6	6a.	Summarize how internal auditing contributes to financial accountability at airports.	6Marks	Understanding	CO2
	6b.	Recall an example of external auditor for airport.	2Marks	Remembering	CO2
	6c.	List the key objectives of financial auditing in an airport setting?	2Marks	Remembering	CO2

OR

	7a.	Explain why understanding passenger traffic trends is important for forecasting air traffic revenue	**6Marks**	**Understanding**	**CO3**
7	**7b.**	What are the primary sources of revenue from air traffic operations?	**2Marks**	**Remembering**	**CO3**
	7c.	Define "O-D market".	**2Marks**	**Remembering**	**CO3**
	8a.	Explain why budgeting is considered a critical aspect of financial management.	**6Marks**	**Understanding**	**CO2**
8	**8b.**	What are the fundamental principles of financial management?	**2Marks**	**Remembering**	**CO2**
	8c.	Name a component of financial management system.	**2Marks**	**Remembering**	**CO2**

OR

	9a.	Summarize how stakeholder engagement is important in developing an airport strategic plan	**6Marks**	**Understanding**	**CO1**
9	**9b.**	What are the key components of an airport strategic plan?	**2Marks**	**Remembering**	**CO1**
	9c.	Recall the expansion of "SWOC"	**2Marks**	**Remembering**	**CO1**
	10a.	Explain why a organization should implement a computerized revenue management system to improve its revenue generation	**6Marks**	**Understanding**	**CO3**
10	**10b.**	List a feature of computerized revenue system	**2Marks**	**Remembering**	**CO3**
	10c.	What is "CRMS"?	**2Marks**	**Remembering**	**CO3**

OR

	11a.	Explain the contribution of economic performance management in organizational success	**6Marks**	**Understanding**	**CO2**
11	**11b.**	What is economic performance management?	**2Marks**	**Remembering**	**CO2**
	11c.	Name the key indicators used to measure economic performance.	**2Marks**	**remembering**	**CO2**

12	**12a.**	Discuss external economic conditions impact the strategic planning process for airports?	**6Marks**	**Applying**	**CO1**
	12b.	What is the primary goal of airport strategic planning?	**2Marks**	**Remembering**	**CO1**
	12c.	What role does data play in airport strategic planning?	**2Marks**	**Remembering**	**CO1**

OR

13	**13a.**	Discuss how understanding passenger demand is important for setting airline prices in O-D markets	**6Marks**	**Applying**	**CO3**
	13b.	What is an origin-destination (O-D) market in the context of airlines?	**2Marks**	**Remembering**	**CO3**
	13c.	Recall the expansion of 'EMSR'.	**2Marks**	**Remembering**	**CO3**