



Roll No.											
----------	--	--	--	--	--	--	--	--	--	--	--

# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations – October 2025

**Date:** 08-10-2025

**Time:** 09.30am to 11.00am

<b>School:</b> SOC/SOM-UG	<b>Program:</b> BBA Aviation Management	
<b>Course Code:</b> BAV3021	<b>Course Name:</b> Airline and Cabin Crew Management	
<b>Semester:</b> V	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

<b>CO – Levels</b>	<b>CO1</b>	<b>CO2</b>	<b>CO3</b>	<b>CO4</b>	<b>CO5</b>
<b>Marks</b>	<b>26</b>	<b>24</b>	-	-	-

**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 2 marks.**

**5Q x 2M=10M**

<b>1</b>	Define air transport in terms of its growth compared to other industries.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>2</b>	List any two social benefits of aviation.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>3</b>	Name the four elements of the marketing mix.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>4</b>	Recall the five forces in Porter's model.	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>
<b>5</b>	State the primary focus of low-cost carriers?	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>

### Part B

**Answer ALL the Questions. Each question carries 10 marks.**

**4Q x 10M=40M**

<b>6.</b>	Explain the economic importance of aviation to global development.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>				
<b>7.</b>	Demonstrate the factors driving global air transportation growth.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>

<b>8.</b>	Illustrate the significance of marketing in airline management.	<b>10 Marks</b>	<b>L2</b>	<b>C01</b>
<b>Or</b>				
<b>9.</b>	Infer the operational requirements of a trained cabin crew force.	<b>10 Marks</b>	<b>L2</b>	<b>C01</b>

<b>10.</b>	Extend Porter's Five Forces in the context of the airline industry.	<b>10 Marks</b>	<b>L2</b>	<b>C02</b>
<b>Or</b>				
<b>11.</b>	Interpret the characteristics of comprehensive network carriers (CNCs).	<b>10 Marks</b>	<b>L2</b>	<b>C02</b>

<b>12.</b>	Contrast the role of regional airlines in the aviation sector.	<b>10 Marks</b>	<b>L2</b>	<b>C02</b>
<b>Or</b>				
<b>13.</b>	Outline the principles of operation of low-cost carriers (LCCs).	<b>10 Marks</b>	<b>L2</b>	<b>C02</b>