



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.													
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Mid - Term Examinations – October 2025

Date: 08-10-2025

Time: 09.30am to 11.00am

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

CO – Levels	C01	C02	C03	C04	C05
Marks	26	24	-	-	-

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

1	Define air transport in terms of its growth compared to other industries.	2 Marks	L1	C01
2	List any two social benefits of aviation.	2 Marks	L1	C01
3	Name the four elements of the marketing mix.	2 Marks	L1	C01
4	Recall the five forces in Porter's model.	2 Marks	L1	C02
5	State the primary focus of low-cost carriers?	2 Marks	L1	C02

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the economic importance of aviation to global development.	10 Marks	L2	C01
Or				
7.	Demonstrate the factors driving global air transportation growth.	10 Marks	L2	C01

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

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

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