



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 10- 12 - 2025

Time: 1.00pm to 04.00pm

School: SOC / SOM (UG)	Program: BBA Aviation Management		
Course Code : BAV3021	Course Name: Airline and Cabin Crew Management		
Semester: V	Max Marks: 100	Weightage: 50%	

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	20	20	20	20

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.

10Q x 2M=20M

1.	State the expansion of abbreviation – “ICAO”.	2 Marks	L1	CO1
2.	Describe the operations in Charter Airlines.	2 Marks	L1	CO1
3.	List the Porter’s five forces.	2 Marks	L1	CO2
4.	Name the two different types of regional carriers.	2 Marks	L1	CO2
5.	State any 2 strategies of LCCs to reduce operational cost.	2 Marks	L1	CO3
6.	List the 4Ps in Marketing Mix.	2 Marks	L1	CO3
7.	Describe Regional Airlines.	2 Marks	L1	CO4
8.	State the expansion of abbreviation – “CAB”.	2 Marks	L1	CO4
9.	Name the route structure which is cost efficient.	2 Marks	L1	CO5
10.	Describe Linear route planning.	2 Marks	L1	CO5

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Summarize the eight basic needs of a customer.	07 Marks	L2	C01
Or				
12.	Explain the four main factors driving global air transportation growth	07 Marks	L2	C01
13.	Describe the operational principles of Comprehensive Network Carriers.	07 Marks	L2	C02
Or				
14.	Differentiate between Low Cost Carriers and Regional Airlines.	07 Marks	L2	C02
15.	Explain the different data inputs and constraints in schedule planning.	07 Marks	L2	C03
Or				
16.	Summarize the factors affecting crew rostering and list the tools used to overcome the same.	07 Marks	L2	C03
17.	Explain the pricing strategy in airline industry.	07 Marks	L2	C04
Or				
18.	Differentiate between regulated and De-regulated prices.	07 Marks	L2	C04
19.	Explain the economic importance of the aviation industry in global trade.	07 Marks	L2	C05
Or				
20.	Differentiate between point-to-point and hub-and-spoke systems.	07 Marks	L2	C05

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Use the seven-step process of applying marketing principles to analyze how airline managers can design and execute successful marketing strategies in a highly competitive air transport market.	15 Marks	L3	C01
22.	IndiGo Airlines is planning to expand its operations into Southeast Asia, a region already dominated by several low-cost carriers and strong national airlines. The management seeks to understand the competitive pressures and industry dynamics that may affect its profitability and long-term sustainability in this market. Apply Porter's Five Forces model to this scenario and explain how each force influences IndiGo's decision-making and strategy for successful market entry.	15 Marks	L3	C02
23.	You are appointed as the Crew Scheduling Officer for an international airline responsible for managing flight crew assignments across multiple routes and time zones. To ensure smooth operations, you must efficiently allocate pilots and cabin crew while adhering to safety regulations and contractual limits. Illustrate the process of crew	15 Marks	L3	C03

	rostering and explain the key constraints involved—such as legal duty limits, rest requirements, and operational disruptions—and describe the tools or software systems used to overcome these challenges.			
24.	You have recently joined the commercial strategy team of an airline that is planning to implement a new revenue management system. To understand its foundation, your manager asks you to explore its essential features. Based on this scenario, determine and explain the key product characteristics of revenue management that make it vital for modern airline operations.	15 Marks	L3	C04
25.	You are an airline route planner working for a major international carrier tasked with developing new flight routes connecting Bengaluru to destinations across Asia, Europe, and within India. To ensure efficiency and safety, you must decide which type of route planning method to apply for each operation. Considering the differences in distance, airspace regulations, and operational requirements, illustrate the three types of route planning used in the aviation industry and explain how each would be applied in this situation.	15 Marks	L3	C05