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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

MAKE UP EXAMINATION – JAN 2023

Course Code: AVM107

Course Name: Airline and Cabin Crew Management

Program & Sem: BBA Aviation Management

Date: 20-JAN-2023

Time: 09:30 am to 12:30 pm

Max Marks: 100

Weightage:50%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries three marks.

(10Qx3M=30M)

- Identify two commercial airlines from the below options (C.O.NO 01) [Knowledge]
a. American Airlines b. Virgin Air c. Amazon Air d. Cathay Pacific
- The point-to-point system is the simplest means to connect the cities an airline chooses to serve. Each origin and destination city, or city-pair, is served by non-stop flights. All passengers who board at the origin deplane at the destination. In a pure point-to-point system, passengers do not connect to any other flight.
State if the above statement is true or false. (C.O.NO 05) [Knowledge]
- Define tradeoffs in flight schedule development. (C.O.NO 03) [Knowledge]
- Recall the expansion of below abbreviations. (C.O.NO 04) [Knowledge]
a. CAB b. IATA c. GDS
- Recognize which competitive force is responsible in the below situation.
Due to the ongoing covid in India, the airlines were forced to give discounts and cut costs in order to stay in the market. some airlines even turned the passenger planes into cargo only planes to avoid losses. (C.O.NO 02) [Knowledge]
- Match the following. (C.O.NO 04) [Knowledge]
a. Marginal Cost i. Forecast demand
b. Civil Aeronautics Board ii. Carrying additional passenger
c. Historic sales data iii. Moving an empty Aircraft
d. High fixed cost iv. Peanut Price
- State the missing terms in the below statement,
Route structure choice is the foundation of an airline's product. Point-to-point and _____ architectures lie at the poles of a continuum. The _____ system is in between, but closer to the point-to-point pole (C.O.NO 05) [Knowledge]
- Identify the correct Expansion of abbreviation – IATA (C.O.NO 03) [Knowledge]
a. Indian Air Transport Association b. International Aviation Training Authority
c. International Air Transport Association d. Indian Air Trainers Association

9. When a flight is leaving India, it is important to ensure that a manually filled flight plan is submitted to the Air Traffic Control. upon submitting the filled flight plan to ATC, ADC (Air Defense Clearance) and FIC (Flight Information Center) number is given to you. The flight plan is considered clear on receiving the two codes, Describe the of importance of ADC and FIC. (C.O.NO 03) [Knowledge]
10. Name the components in Revenue management. (C.O.NO 04) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries eight marks.

(5Qx8M=40M)

11. Bombay airport have announced Ir-Ops due to bad weather and all departures scheduled between 1800hrs to 2200hrs will be delayed as the hailstorm is expected to be stop by 2150hrs. Being an operation manager, explain the available recovery options and discuss how a new schedule can be made. (C.O.NO 03) [Comprehension]
12. Tandon airline is failing as they are unable to meet the current customer requirements and the competition brought to the market by the new entrants. You are hired as a marketing manager for the airline, and you have a task of getting Tandon airline back in business. Discuss your idea about Porter's 5 forces and how this method can help the business to get back to the market. (C.O.NO 02) [Comprehension]
13. The aviation market has grown at an average rate of 16 percent over the last decade. Discuss the factors which are considered to drive the global air transportation growth. (C.O.NO 05) [Comprehension]
14. You are hired as a revenue manager for a startup airline in India, the airline's head office is in Bangalore airport and have got an approval to operate in 12 major cities. You have a task of fleet assignment and route plan selection. Summarize the three types of route planning and identify which route structure will help the company to operate smoothly with the limited number of aircrafts. (C.O.NO 05) [Comprehension]
15. Most of the Airline products are intangible, which makes pricing and asset allotment a great challenge. One wrong move can negatively impact the revenue of the company. Being a revenue manager in one of the leading airlines, explain how understanding the revenue management product characteristics can help you in using the resources provided by the company effectively. (C.O.NO 04) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries fifteen marks.

(2Qx15M=30M)

16. Go Air airlines have got an approval for 5 new destinations and a delivery of 3 new aircrafts to its fleet. As the current flight schedule keeps the whole fleet busy, a flight schedule development is required to fit in the 3 new aircrafts and assign the 6 newly approved destinations to the respective flights. being responsible for the schedule development, illustrate how to use the components of flight schedule development effectively to ensure that the airline stays profitable. (C.O.NO 03) [Application]
17. You are heading the tactical department in Jet Airways. The new flight schedule is made, and the assets are assigned. Being the ops head, you will be responsible for putting the newly made flight schedule into real world stress and make sure that the schedule can be put into effect and run the operations smoothly. Considering the above responsibility, relate how tactical management helps you in ensuring smooth operations. (C.O.NO 03) [Application]