

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - 2021

Course Code : BAV3007

Course Name : Sem IV - BAV3007 - Airline and Cabin Crew Management

Program : BAV

Date : 13-APR-2023

Time : 2PM - 3.30PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*
- (iv) Do not write any information on the question paper other than Roll Number.*

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. List any two benefits of flight scheduling software. (CO1) [Knowledge]
2. Identify the traits of budget conscious category in passenger segmentation. (CO1) [Knowledge]
3. Explain NOTAM (CO2) [Knowledge]
4. List any two duties and responsibilities of a Flight attendant. (CO2) [Knowledge]
5. Define (CO3) [Knowledge]
 - a. Familiarization flights
 - b. Recurrent training

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain the role of fleet manager in Aviation industry (CO1) [Comprehension]

7. Write a brief outline on history of commercial Aviation in India

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Read the article carefully and answer the questions.

- a. Write in your own words about the incident and what actions were taken by the Capt Sully and others crew members on this particular flight?
- b. How would you explain the actions taken by the governing agencies post the occurrence of this incident?

Minutes after take-off from New York's La Guardia airport, US Airways Flight 1549 flew into a flock of Canada geese, and birds sucked into the two engines caused a complete loss of power. Captain Chesley Sullen Berger brought the Airbus A320 down safely on the Hudson River, earning acclaim for saving the lives of the 155 on board. Since the so-called "Miracle on the Hudson," experts say U.S. airports have improved their management of wildlife on premises to reduce the risks of bird strikes on take-off and landing. However, at altitudes above 1,500 feet, the rate of damaging collisions hasn't improved.

Meanwhile, the skies over North America have only gotten more crowded, as populations of the large birds that pose the greatest risk to airplanes has increased, and air travel has expanded. "We're doing a much better job at airports," says Dolbeer, who for 30 years until his retirement in 2008 chaired a committee that coordinates government and industry efforts to reduce avian risks to aviation. "The area where we're not making progress is strike events that occur outside the airport environment, such as Flight 1549." The US Airways near-disaster galvanized aviation authorities to devote more attention and resources to reducing the risks of bird strikes.

The FAA has spent about \$350 million since 2009 to help airports that provide scheduled passenger service to implement required wildlife management plans, and most of the larger airports now employ wildlife biologists. The U.S. Department of Agriculture has wildlife management staffers stationed at about 150 airports and military airbases. The volume of annual reports of bird strikes by airports has more than doubled since 2000 to 14,496 incidents in 2017. "[Flight 1549] was a real wake-up call to the airports that they need to start documenting these bird strikes," says Carla Dove, a forensic ornithologist at the Smithsonian Institution to whom airports send the often minimal remains for identification, ranging from feathers to what's known in the trade as "snarge"—goop on a paper towel. Knowing what species are striking aircraft helps biologists develop countermeasures. Amid the spike in reporting, the number of strikes that cause damage to aircraft has dropped, to 625 in 2017 from 741 in 2000. Experts credit the decline to the work biologists have done to make commercial airports less hospitable to birds. Some birds can be scared away by honking horns and setting off pyrotechnics, but biologists also try to eliminate food sources and make the environment less comfortable. To fend off Canada geese, Laura Francoeur, the chief wildlife biologist for the Port Authority of New York and New Jersey, has planted tall fescue grass at New York City-area airports that has a fungus that tastes bad to them, and she's planted trees to break up some turf areas, which discourages the geese from landing. She traps and relocates some of the rising numbers of birds of prey that are turning up in the New York city

(CO2) [Application]