

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : BAV3007

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

Program : BAV

Date : 12-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

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

(10 X 2 = 20M)

1. Define section 38 B in Aircraft rules, 1937.
(CO1) [Knowledge]
2. Describe the role of revenue manager in aviation industry.
(CO4) [Comprehension]
3. Explain "yield management strategy" used in airline revenue management.
(CO4) [Comprehension]
4. Describe Airway / Flight path.
(CO5) [Comprehension]
5. Explain Military Aviation.
(CO2) [Knowledge]
6. Explain the term "Route planning"
(CO5) [Comprehension]
7. List any two benefits of flight scheduling software.
(CO1) [Knowledge]
8. Define
 - a. Familiarization flights.
 - b. Recurrent training.
(CO3) [Knowledge]
9. List any two duties and responsibilities of a Flight attendant.
(CO2) [Knowledge]

10. Explain the advantages of silent review in Flight emergency situations.

(CO3) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Write a brief outline on importance of Cabin crew onboard the aircraft.

(CO2) [Comprehension]

12. Describe the key elements that needs to be considered when developing a business model for an airline start up.

(CO4) [Comprehension]

13. Discuss the reasons for issuing NOTAM to the Flight deck crew.

(CO3) [Comprehension]

14. Discuss pros and cons of drip pricing in Airline pricing model.

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. Write a brief summary on evolution of commercial aviation in India.

(CO2) [Comprehension]

16. Illustrate the key elements and strategies involved in revenue management in the airline industry.

(CO4) [Application]