

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021  
**Course Code :** BAV3012  
**Course Name :** Airport Management  
**Program :** BBA Aviation Management

**Date :** 04-JAN-2024  
**Time :** 1:00 PM - 4:00 PM  
**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**

**5 X 2M = 10M**

1. State the expansion of abbreviation - "ASP".  
(CO1) [Knowledge]
2. Define related diversification.  
(CO2) [Knowledge]
3. List the 4 P's of marketing mix.  
(CO3) [Knowledge]
4. Name any two advantages of using Hub and Spoke route structure.  
(CO4) [Knowledge]
5. Describe diversification strategy.  
(CO1) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10 = 50M**

6. Differentiate between air passenger market and air freight market.  
(CO2) [Comprehension]
7. Differentiate between the two main segments of aviation market, explain the segmentation variables of both.  
(CO1) [Comprehension]
8. Explain the three types of emergency freight.  
(CO1) [Comprehension]

9. Summarize the operational structure of Hub and Spoke route structure and explain its advantages and disadvantages.

(CO4) [Comprehension]

10. Describe the different trends in airline pricing.

(CO3) [Comprehension]

### **PART C**

#### **ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. Oceanic Airlines was established in 2021 with a motive of giving the luxury flight experience in a low budget fare, the airline got a good market share and the airline is growing every year by getting new destinations and adding new aircrafts to their fleet. The owner of the airline is planning to invest more on the airline to do a few changes and is expecting more profit. Being the head of marketing, interpret the four strategies of Ansoff Matrix and help the owner to choose the appropriate strategy which ensures that he can make a good profit from the money he is investing.

(CO1) [Application]

12. Oceanic Aviation have recently launched 6 new destinations which should be assigned to the 5 newly bought A320s. Being the operations head of Oceanic, interpret the three generic route structures and choose the best route planning which suits your airline.

(CO3) [Application]