

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester V - 2021

**Course Code :** BAV3012

**Course Name :** Sem V - BAV3012 - Airport Management

**Program :** BAV

**Date :** 31-OCT-2023

**Time :** 9:30AM - 11:00AM

**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. State the expansion of abbreviation - "AMP".  
(CO1) [Knowledge]
2. List the four stages of product cycle.  
(CO1) [Knowledge]
3. Describe diversification strategy.  
(CO1) [Knowledge]
4. Name the four classes of service offered by airline industry.  
(CO2) [Knowledge]
5. Name any two segmentation variables of air passenger market.  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Explain the three types of emergency freight.  
(CO1) [Comprehension]
7. Differentiate between air passenger market and air freight market.  
(CO2) [Comprehension]

## PART C

### ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. 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 airlines 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]