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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: BAV3012

**Course Name**: Airport Management

**Program & Sem**: BBA Aviation Management

**Date**: 03 JULY 2024

**Time**: 9:30AM– 12:30PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define Strategic planning. (C.O.No.1) [Knowledge]

2. State the purpose of Airport Strategic Plan. (C.O.No.1) [Knowledge]

3. Describe non-operating expenses. (C.O.No.2) [Knowledge]

4. Describe Expenses and Revenue. (C.O.No.2) [Knowledge]

5. Name any two trends in Airline Pricing. (C.O.No.3) [Knowledge]

6. Identify any three LCC in Indian Market. (C.O.No.3) [Knowledge]

7. Identify the route system which is expensive to operate. (C.O.No.4) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Describe Airport Master Plan and discuss the objectives of AMP. (C.O.No.1) [Comprehension]

9. Interpret the process of managing a product portfolio using the Boston Box.

(C.O.No.1) [Comprehension]

10. Discuss about the different fare restrictions in airlines. (C.O.No.3) [Comprehension]

11. Explain the trends in airline pricing. (C.O.No.3) [Comprehension]

12. Explain fleet planning. (C.O.No.4) [Comprehension]

13. Explain diversification strategy and discuss about the two types of diversification.

(C.O.No.2) [Comprehension]

14. Due to a pandemic, most of the planes are cancelled and making a new schedule is a necessity to ensure good revenue management. being the ops head, illustrate the schedule design optimization process, explain crew scheduling and pairing. (C.O.No.5) [Application]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Mangalore airport is planning to open a second terminal to manage the flow of passengers and provide quality service. Being the planning head, illustrate the three approaches to airport strategic planning which will make your planning process easier and predict the best approach to ensure operational readiness. (C.O.No.1) [Application]

16. XYZ Airline is failing due to the increased competition in its segment. Being in marketing management team, you have several options to get your airline back on track such as - Diversification, Product development etc. Demonstrate your plan to help your airline sustain by adapting the strategies provided by Ansoff matrix. (C.O.No.2) [Application]

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

(C.O.No.4) [Application]