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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/ JUNE 2024**

**Semester:** Semester IV - 2023 - 24

**Course Code:** BAV3007

**Course Name:** Airline and Cabin Crew Management

**Program:** BBA, Aviation management

**Date:** June 19, 2024

**Time:** 9:30 AM – 12:30 PM

# Max Marks: 100

**Weightage:** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10**

1. State the factors that fleet planning process depends on.
2. Name the 4 factors which helps in the growth of air traffic in the aviation industry.
3. State the purpose of fleet assignment process.
4. State the prime responsibility of a flight attendant in the aircraft.
5. State the types of passenger segmentation.
6. Describe the term - "Fare Nesting".
7. State the descriptive name of yield management.

(CO1) [Knowledge] (CO1) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge] (CO2) [Knowledge] (CO3) [Knowledge] (CO4) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50**

1. Classify the types of passenger segmentation? Explain the various practices airlines adapt for successful passenger segmentation.

(CO1) [Comprehension]

1. Explain the deference between commercial, military civil aviation.

(CO2) [Comprehension]

1. Describe route planning. What are the key factors that influence route planning decision for airlines.

(CO2) [Comprehension]

1. Differentiate between top down and bottom up approach of the fleet planning process.

(CO3) [Comprehension]

1. Explain How Globalization and technological advancement impacts the growth of air traffic in the aviation industry.
2. Describe the revenue management in air freight.
3. Describe the three generic route structures.

(CO4) [Comprehension] (CO4) [Comprehension] (CO3) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40**

1. Illustrate the key factors considered in an airline fleet selection process.
2. Interpret the necessity and importance flight attendants in the aviation industry
3. Interpret the product characteristics of revenue management.

(CO2) [Application] (CO1) [Application] (CO4) [Application]