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**Presidency University**

**Bengaluru**

 **SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BAV3012

**Course Name**: Airport management

**Program & Sem**: BBA Aviation

**Date**:05 / August / 2024

**Time**: 09.30AM to 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. State any four restrictions on airline fare (C.O.No.3) [Knowledge] 2. List the 4 P's of marketing mix. (C.O.No.3) [Knowledge]

3. Name any two advantages of using Hub and Spoke route structure (C.O.No.4) [Knowledge]

4. Name the three generic route structures. (C.O.No.4) [Knowledge]

5. State the expansion of abbreviation - "ASP (C.O.No.1) [Knowledge]

6. State the expansion of abbreviation - "AMP". (C.O.No.1) [Knowledge]

7. List the three elements of the master plan. (C.O.No.2) [Knowledge]

**Part B**

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

8. Describe Fleet assignment and list the factors which should be considered while assigning a fleet. (C.O.No.4) [Compreshension]

9. Summarize the operational structure of Hub and Spoke route structure and explain it's advantages and disadvantages. (C.O.No.4) [Compreshension]

10. Describe the different trends in airline pricing. (C.O.No.3) [Compreshension]

11. Explain the 4 P's of marketing mix and it's application to aviation industry. (C.O.No.4) [Compreshension]

12. Explain the customer service related product features. (C.O.No.1) [Compreshension]

13. Explain the three types of emergency freight. (C.O.No.1) [Compreshension]

14. Explain the advantages of air freight over the surface transport. (C.O.No.2) [Compreshension]

**Part C**

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

15. As fare restrictions in aviation industry helps to determine the air fares for different passengers, every airline should have a clear idea of the different types of restrictions. Being a revenue manager, illustrate the different types of fare restrictions in aviation industry. (C.O.No.3) [Application]

16. 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

(C.O.No.3)[Application]

17. Illustrate the three Adaptive approaches for Airport Strategic Planning. (C.O.No.1) [Application]