

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA AVIATION] [Semester: IV th] [Batch: 2018-21]				
Course Title: AIRLINE ECONOMY		Max Marks: 100		
Course Code: BBAV2005		Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	Define the main income drivers of airlines.	K1	CO1	5
2.	Explain the structure of Airline network and its constituents?	K2	CO2	5
3.	Interpret the Indian Airline Market and its characteristics.	K2	CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Define the specific financial results of airline business model.	K1	CO1	10
5.	Identify the key financial factors to analysis the Airline profitability.	K3	CO2	10
6.	Examine the Dynamic Pricing System of Airline and its major impact on the profit of the airline.	K4	CO3	10
7.	Identify the importance of airline marketing and what are the 4P's of marketing in aviation. OR Analyze the key elements of airline labor economics, competition, and market share.	K3	CO5	10
SECTION-C (45 Marks)		15 Marks each		
8.	Identify the airline distribution system and frequent flyer e-economics.	K3	CO3	15
9.	Determine cash flow management risk management practices in the airline industry.	K5	CO4	15
10	Justify insights of the marketing environment in airline using a powerful model of analysis called the PEST analysis. OR Evaluate the key elements of airline financial planning.	K5	CO5	15