

# School of Business

BBA  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem IV - D1UB401T - Principles of Airline and Airport Management

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Define the requirement and types of international travel documents. K2 CO3 (5)
2. Interpret the importance of different models of Airline Business. K2 CO1 (5)
3. Outline a successful marketing mix strategy to maximize airline revenue. K2 CO2 (5)
- 4) Categorize the objectives of air traffic control management in detail. K4 CO5 (10)

### OR

- Classify cost leadership strategies and what is an example of cost focus and differentiation focus strategy. K4 CO2 (10)
5. List out the key elements of Travel information Manual. K4 CO4 (10)
  6. Examine strategies and steps related to forecasting of air travel and on board service quality. K3 CO3 (10)
  7. Relate the airline industry structure post deregulation and its impact in the aviation industry. K2 CO1 (10)
  - 8) Apprise Airport Financial Management. With each source of funding available to airports, some rules and policies that determine which strategy airport management may employ to cover a portion of the airport's cost burdens? K5 CO4 (15)

### OR

- Elaborate the principles of Revenue management in aviation and its application in aviation growth. K5 CO5 (15)
9. In the highly competitive airline market conditions and under great pressure to deliver high quality services, list out the elements that can affect passenger perception of airline quality. K5 CO3 (15)
  10. Estimate the challenges in the aviation industry and discuss future airport technology trends. K4 CO2 (15)