

ADMISSION NUMBER											

School of Business
Bachelor of Business Administration
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem VI - D1UB603T - Air Cargo Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Enumerate the various categories of cargo suitable for air transportation and provide a detailed explanation for each type. K4 (4)
- 2) Explain the impact of technology on the air freight sector, providing a detailed examination of the changes, advancements, and overall consequences brought about by technological developments in the industry. K5 (5)
- 3) Delve into the distinctive navigation system implemented in India, focusing on the operational nuances and elucidating the specific functions of the GPS Aided Geo Augmented Navigation (GAGAN) system. Provide a comprehensive exploration of how GAGAN enhances navigation accuracy, particularly in aviation cargo. K5 (5)
- 4) Choose the fundamental principles and components of logistics within the context of air cargo management. Provide examples of how effective logistics strategies contribute to the efficiency and competitiveness of air cargo services. K3 (6)
- 5) You are the pricing manager for a prominent air cargo company facing increased competition and market volatility. The company provides express delivery services globally, and there is a need to reevaluate the pricing strategy to maintain competitiveness while ensuring profitability. Analyze your approach to this situation, and what factors would you consider in designing an effective pricing strategy for air cargo services? K4 (8)

- 6) Present a situation-based analysis on security challenges in the air cargo industry. Consider a scenario where a logistics company is tasked with transporting high-value and sensitive cargo internationally. Explore the potential security risks and vulnerabilities in this context. Discuss the measures that the logistics company should adopt to ensure the secure and safe transportation of the cargo, considering regulatory requirements and global security standards. Imagine a logistics company has been entrusted with transporting high-value and sensitive cargo, such as advanced electronics or confidential documents, from one country to another via air cargo. Explain the security challenges and potential risks associated with this scenario. K5 (10)
- 7) Air cargo plays a pivotal role in global logistics, providing businesses with swift and reliable transportation solutions. In this scenario, GATI Logistics, a multinational logistics company, is evaluating the features and facilities offered by air cargo ways to optimize its supply chain. The company seeks to understand the advantages, services, and technologies available in the air cargo industry. Features and Facilities Offered by Air Cargo Ways -Express Delivery Service, Global Reach, Specialized Handling for Perishables. K6 (12)
- Question-1. Discuss how can the express delivery services of air cargo benefit GATI Logistics in its supply chain operations. (6 Marks)
- Question-2. Why is the global reach of air cargo important for GATI Logistics, considering its multinational operations? (6 Marks)