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**School of Business**  
**Bachelor of Business Administration**  
**Mid Term Examination - May 2024**

**Duration : 90 Minutes**  
**Max Marks : 50**

**Sem IV - D1UB401T - Principles of Airline and Airport 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) Assess the effectiveness of the proposed marketing strategy by outlining key performance indicators (KPIs) and metrics to measure its impact on the airline's market share, revenue growth, and customer satisfaction levels K3 (6)
- 2) Caselet: K3 (9)  
The e-commerce giant ALIBABA has been facing significant delays and inefficiencies in its transportation network primarily stem relying solely on trucking as the mode of transportation. Recognizing the need for a strategic initiative to enhance efficiency and reduce costs, company has proposed implementing a multi-modal transportation system. This system would leverage various modes of transportation, such as road, rail, air, and sea, to optimize the transportation of goods across different regions and distances.  
Based on above answer the Questions:
1. How would you determine the most suitable combination of transportation modes for different types of products and shipping destinations within the company's global network?(3marks)
  2. What challenges do you anticipate in integrating multiple modes of transportation into the company's logistics operations, and how would you address these challenges to ensure seamless coordination and efficiency?(3marks)
  3. What metrics and key performance indicators (KPIs) would you establish to measure the success and effectiveness of the multi-modal transportation system in improving operational efficiency and reducing transportation costs for the e-commerce company?(3marks)
- 3) Analyze the role of airport operations manager in ensuring the efficient functioning of airports. K4 (4)

- 4) Title: The DigiYatra Initiative in India: Addressing Challenges and Ensuring Seamless Implementation K4 (8)
- The Ministry of Civil Aviation in India introduced the DigiYatra initiative to revolutionize air travel by offering a seamless and paperless experience through facial recognition technology. However, despite its potential benefits, the implementation of DigiYatra has encountered several challenges. The reservation of most gates for DigiYatra passengers has resulted in long queues and congestion for non-DigiYatra passengers, leading to frustration and inconvenience. Additionally, slow onboarding processes is causing delays and operational inefficiencies.
- Based on above answer the Questions:
1. Why is the DigiYatra initiative facing challenges and failing to deliver the intended benefits to passengers? (4marks)
  2. What measures can be taken to overcome the obstacles and ensure the successful implementation of DigiYatra across all airports in India? (4marks)
- 5) Title: Akasa Air's Entry into the Indian Aviation Market: Opportunities and Challenges K4 (8)
- The entry of Akasa Air into the Indian aviation market is anticipated to bring significant competition among plane makers like Boeing and Airbus, potentially leading to improved offerings and competitive rates for leasing aircraft. With heavy competition among plane makers, Akasa Air can benefit from competitive leasing rates, allowing the airline to acquire aircraft at more favorable terms and potentially reducing operational costs. Akasa Air must overcome these challenges to launch its operations successfully and maintain operational efficiency.
- Based on above answer the Questions:
1. What specific challenges does Akasa Air face in competing with Indigo, and how can the airline differentiate itself to attract passengers and gain market share?(4marks)
  2. How can Akasa Air effectively navigate regulatory requirements and operational challenges to ensure a successful launch and sustainable operation in the Indian aviation market?(4marks)
- 6) Analyze the factors contributing to the growth of the airline industry over the past few decades. Consider economic, technological, regulatory, and demographic influences in your analysis. K5 (5)

## 7) Case Study:

Title: "Innovative Terminal Design: Challenges and Opportunities"

Background: As an airport manager, you're exploring the potential of implementing a terminal design that can accommodate anticipated changes in passenger behavior, aircraft technology, and air traffic management systems.

Case Scenario: The airport is considering redesigning its terminal to adapt to anticipated changes in passenger behavior, aircraft technology, and air traffic management systems.

Evaluation: Integrating innovative design solutions into terminal architecture requires careful consideration of cost-effectiveness, scalability, and sustainability.

Recommendations: Engaging stakeholders, including airlines, regulatory authorities, and passenger groups, is essential to ensure alignment and garner support for the terminal redesign project. Additionally, prioritizing sustainability initiatives and leveraging technology to optimize operational efficiency can enhance the feasibility and practicality of the design.

Logical Questions:

1. How would you prioritize design features to address anticipated changes in passenger behavior, aircraft technology, and air traffic management systems while ensuring compliance with regulatory requirements? (5 marks)
2. What strategies would you employ to engage stakeholders effectively and garner support for the terminal redesign project, considering factors like cost-effectiveness, scalability, and sustainability? (5 marks)