1. Explain the development of Air transportation in India.
2. Explain the Swot analysis in Airline Industry.
3. Explain the needs of aircraft handling.
4. Explain the functions of crew management.
5. Discuss the ground and flight safety.
6. Explain the merits and demerits of Travel Agents.
7. Explain the main objectives of Airport Planning.
8. Explain the functions of Airport Operations.
D 1047 Q.P. Code: [11 DAM 07]

(For the candidates admitted from 2011 onwards)


Second Year

Airline and Airport Management

AIRLINE AND TRAVEL MANAGEMENT

Time: Three hours Maximum: 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 x 20 = 100)

1. What is market? Explain the different types of marketing mix.

2. Explain the principles of airline marketing.

3. Define passport. Explain the functions airlines ticket.

4. Explain the Michel Porter's Five factors.

5. Discuss the requirements of passport.

6. Explain the growth of air transport.

7. Explain the importance of pricing policy.

8. Discuss the marketing communication techniques.

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3. Discuss about Domestic Passenger's Terminal Management.

4. Explain the history of Aviation Industry.

5. Elaborate the challenges faced by Airline Industry.

6. Who is an Travel Agent? What are the roles of Travel agents in Tourism industry?

7. Explain the role of Hotel industry in Tourism industry.

8. What is Airport planning? Explain the various features of Airport.
1. Discuss the suitable marketing mix for airline business.

2. Write a detailed essay on airline business and its customers.

3. Describe Michel Porter’s Five Factors and their applications in airline business.

4. Identify the common mistakes committed in airline business and suggest suitable measures to avoid such mistakes.

5. What is Travel Information Manual (TIM)? Explain its contents.

6. Explain in detail the international airport terminals.

7. Elucidate the growth of air transport in India.

8. Describe the future of airline market.
D 640  Q.P. Code : [13 DBBA – ACM 07]

(For the candidates admitted from 2013 onwards)

Second Year
Airport and Customer Care Management

AIR TRANSPORT ESSENTIALS

Time : Three hours
Maximum : 100 marks

Answer any FIVE questions.
All questions carry equal marks.

(5 × 20 = 100)

1. Explain in detail the fare rules of flights and how it is determined.

2. Discuss the promotion strategies of air transport.

3. What are the special services provided by Airlines transport? Explain.

4. Explain in detail how to handle special passengers and narrate the basics of grooming with its importance.

5. What do you mean by baggage tag? Explain the different types of baggage tags.


7. Explain the various entertainment system provided inside the cabin of aircrafts.

8. Discuss in detail about the different steps involved in boarding.