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Reg. No. :

D 1063

Q.P. Code : [11 DAM 04]

(For the candidates admitted from 2011 onwards)

B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Part III — Airline and Airport Management

AVIATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write a detailed note on the aircraft types and structures.
2. Elucidate On the evolution of aviation industry.
3. Bring out the significant activities of civil and military airports.
4. Illustrate the layout and ground handling facilities for an airport

5. Elaborate the process of airport and aircraft security.
 6. Enumerate operations concerning security clearance and baggage handling.
 7. Expound operations of Ramp Services and Airside Safety.
 8. Bring out the steps needed in mitigating hijack crisis situation.
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B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Semester

Part III — Airline and Airport Management

ANCILLARY SERVICES

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the types of grand handling services and their responsibilities.

ஆகாய விமான தளத்தை கையாளுதலில் உள்ள பலவித சேவை வகைகளையும், அவற்றின் பெறுப்புகளையும் விவரி.

2. Explain the role played by IATA grand handy council in Airports.

விமானதளத்தை கையாளுதல் IATA கவுன்சிலின் பங்கை விவரி.

7. Enumerate various hospitality and accommodation services in Airports.

விமானதளத்தின் பல்வேறு விருந்தோம்பல் மற்றும் தங்குமிடச் சேவைகளை விவரி.

8. Briefly explain function, purpose and validation of Airway Bill.

விமானவழி ரசிதின் பணிகள், முக்கியத்துவம் மற்றும் தகுதியாக்களை பற்றி சுருக்கமாக விவரி.

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Q.P. Code : [11 DAM 06]

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B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Part III — Business Administration

AIRLINE AND AIRPORT ORGANISATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE out of Eight questions.

(5 × 20 = 100)

1. Explain the market potential of Indian airline industry.
2. Discuss the concept of crew management and document.
3. Examine the passengers terminal management at alternative airport.
4. Identify and mention the procedure for handling of stretcher passenger and human remains.
5. What is airport planning? Explain.

6. Analyse the organisation structure of airline and airport sectors.
 7. Write an essay on ground handling arguments.
 8. Describe the safety and security measures to be followed in aircraft landelling.
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Q.P. Code : [11 DAM 07]

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B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Semester

Airline and Airport Management

AIRLINE AND TRAVEL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is marketing mix and explain the purpose and element and marketing mix?
2. Explain the marketing segmentation strategies.
3. Discuss Micheal Pester's five factors and their application to Airline.
4. Is it possible for the company to follow use leadership differentiation strategy at the same time? Discuss the disadvantages of cost leadership.

5. Explain the effect of the Internet on product quality in the Airline Industry.
 6. Explain the Visa requirements for the different nations.
 7. Discuss about the Airline decisions and other Airport Operations.
 8. Elaborate the distribution channel strategy.
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B.B.A. DEGREE EXAMINATION, MAY 2014.

Second Year

Airline and Airport Management

**RESOURCE AND LOGISTICS MANAGEMENT OF
AIRPORTS**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is meant by Hold/Gate allocation? Explain.
2. Explain how knowledge on human resources help to deal with passengers.
3. Write an elaborate note on budgeting and cost analysis.
4. Discuss the significance of selection in Human Resource Management.

5. Explain the role of ware housing in Airport Management.
 6. Discuss the importance of Human Resource Management.
 7. Explain the concepts of cargo handling in booking perishable cargo and live animals
 8. Discuss in detail about the security and other sovereign functions at Airports.
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