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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, Dec 2019

Programme: BBA AO

Course Name: Introduction to Aviation Industry

Course Code: TRAV 1001

No. of page/s:

Semester – I

Max. Marks: 100

Duration: 3 Hrs

Section A (20 marks)			
Attempt all the questions			
Q.1 (a to J) carries 2 marks each for correct answer.			
a)	Movement area is defined as _____ _____	(2*10=20 marks)	CO2
b)	Air Deccan was founded by _____		CO1
c)	It is the airline's responsibility to ensure that the passengers are holding valid passports for the country they are entering. 1. True 2. False		CO3
d)	Loyalty programs offer the same privileges at each membership tier. 1. True 2. False		CO2
e)	The galley is where _____		CO2
f)	What type of airline sells ancillaries?		CO1
g)	Which is another common industry term for unchecked baggage? 1. Cabin baggage 2. Compartment baggage 3. Cargo baggage 4. Small Baggage		CO2
h)	Passengers may check-in bags either at the check-in counter or at _____		CO1
i)	Identify the airline		CO1



j)	Which item cannot be transported in checked baggage? 1. Scissors 2. Water 3. Dry batteries 4. Thermometers	CO2
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SECTION B (20 Marks) Attempt any 4 question, each question carries 5 marks only
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1	Identify the important reason why airline alliances were established.	(5*4= 20 marks)	CO 3
2	What is the local time in Damascus, Syria on 10 th July when it is 12:00 hours GMT?		CO 2
3	Explain the significance of airline loyalty programs.		CO 4
4	Identify the role of ramp supervisor in managing flight operations.		CO 2
5	Describe in brief the guidelines issued to travelers to minimize the risk of baggage loss and damage.		

SECTION C (30 marks) (Attempt any 3 question, each question carries 10 marks only)

1	Explain the process to handle passengers with reduced mobility.	(3*10= 30marks)	CO 4
2	Describe the various types of Visa required by passenger for the purpose of travel.		CO 2
3	Analyze the social and economic role of airports in community development.		CO 4
4	Write short note on a. ICAO and Chicago Convention b. Minimum Connecting Time		CO 3

SECTION D (30 marks) (Attempt both the question, each question carries 15 marks only)
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Q1.	<p>The GMR-led consortium won the bid to develop and operate the greenfield international airport in Hyderabad. However, the success of a project of this magnitude depended on the successful partnership and joint efforts of various entities, which GMR managed to pull off. Mr. Rao recalled “Our strategy at the time was to transform GMR infrastructure into a comprehensive airport developer and a premier airport company in India. We wanted to participate in upcoming opportunities in the Indian airports sector, for which the Hyderabad airport would be an ideal starting point.</p> <p>Analyze the challenges faced by the GMR group while developing RGIA at Hyderabad.</p>	15	CO4
Q2.	<p>Having a single passenger class in the LCC model allowed these airlines to accommodate more seats. This was the most critical difference between FSC and LCC business models and it allowed LCC to reduce maintenance and staff costs. More seats were available on SpiceJet flights compared to other LCC which gave it better economies of scale.</p> <p>Analyze the business model adopted by SpiceJet.</p>	15	CO4