

Roll No: -----



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, Dec 2019

Programme: BBA AVO

Course Name: Understanding of Aviation Business

Course Code: TRAV 3001

No. of page/s:

Semester – V

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) | What is nesting? | (2*10=20 marks) | CO2 |
| b) | What is RASK? | | CO1 |
| c) | TTOT (critical in Airport Collaborative Decision Making) stands for _____ | | CO3 |
| d) | What was the former name of Chhatarpati Shivaji International Airport in Mumbai? 1. Mumbai International Airport 2. Santa Cruz Airport 3. Victoria Airport 4. Rajiv Gandhi International Airport | | CO2 |
| e) | Advance-purchase airline fares with restrictive conditions is an example of 1. Fare fencing 2. Fare sell-ups 3. Ancillary sales | | CO2 |
| f) | Revenue Management 1. Optimizes revenue at the leg level 2. Optimizes revenue at the segment level 3. Optimizes revenue at the network level | | CO1 |
| g) | Which 4-letter SSR code represents a meal for passengers with a food allergy? 1. KSML 2. AVML 3. DBML 4. GFML | | CO2 |
| h) | The custom area is where passengers reclaim their baggage. 1. True | | CO1 |

| | | | |
|--|---|------------------------|------|
| | 2. False | | |
| i) | What is the difference between a VIP and CIP passenger. | | CO1 |
| j) | The Key Revenue Management performance metric is 1. PLF (Passenger Load Factor) 2. Revenue per RPK (Revenue Passenger Km) 3. RASK (Revenue per Available Seat Km) | | CO2 |
| SECTION B (20 Marks) Attempt any 4 question, each question carries 5 marks only | | | |
| 1 | How do passengers, travel agents and airlines benefit from the sale of ancillaries? | (5*4= 20 marks) | CO 3 |
| 2 | What is EMSR? Explain with the help of its Formula. | | CO 2 |
| 3 | What qualities make a good Revenue Manager? | | CO 4 |
| 4 | What are the “Five Freedoms” of air transport? | | CO 2 |
| 5 | Differentiate between BOOT and BOT model (pertaining to airport infrastructure development). | | |
| SECTION C (30 marks) (Attempt any 3 question, each question carries 10 marks only) | | | |
| 1 | Explain the term Fencing? Why is it required? | (3*10= 30marks) | CO 4 |
| 2 | Analyze why safety management system is critical for flight operations. | | CO 2 |
| 3 | Explain the various type of aircraft leases. | | CO 4 |
| 4 | Analyze the Hub and spoke model used by airlines. | | CO 3 |
| SECTION D (30 marks) (Attempt both the question, each question carries 15 marks only) | | | |
| Q1. | LCCs that succeeded in short haul enjoyed structural, hard-to-match cost advantages; markets with significant latent demand; and a unique value proposition that appealed to and was perhaps even preferred by a wide range of customers. The combination of these factors has enabled LCCs to continuously underprice mainline airlines, limit retaliation, and over time build a loyal customer base that will not switch carriers when and if mainlines choose to match prices. However, this model is difficult to replicate on long-haul routes. And while there is significant opportunity for a lower priced, lower-cost model in long haul, we believe that mainlines can and ought to capture it. And if they act quickly, there will be no need for—and indeed no room for— new entrants in the long-haul market. Analyze why it is difficult to replicate LCC model on long-haul routes. | 15 | CO4 |
| Q2. | Analyze the statement “Predatory pricing is hard to prove” with relevant example. | 15 | CO4 |