

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

Online End Term Examination, Dec 2020

Course: Airline Economics
Programme: MBA(Aviation Management)
Max. Marks: 100

Semester: III
Time: 03 hrs
Course Code:TRAV 8003

SECTION A

Each Question will carry 5 Marks

S. No.		Marks	CO
	Select the most appropriate	(5x6)	
Q 1.	Which of the following is not an element of operating performance model? (a) Traffic (b) Yield (c) Output (d) Revenue (e) Unit cost		CO1
Q 2.	Which of the following is a subsegment of leisure traffic? (a) Independent traditional one or two week holiday (b) Independent short-break (c) Travel to join cruise (d) Inclusive tour (e) All of the above		CO1
Q 3.	Which of the following service attributes are bundled to provide benefits to customer? (a) Schedule (b) Trip time (c) Design of ground products (d) Design inflight products (e) All of the above		CO1

Q 4.	Which of the following includes periodic fluctuation/peaking in demand ? (a) Seasonal peaking (b) Weakly peaking (c) Daily peaking (d) All of the above (e) None of the above		CO1
Q 5.	Write full form of the following (5x1=5) (a) AOCC (b) ASA (c) APEX (d) ATC (e) VFR		CO1
Q 6.	Write full form of the following (5x1=5) (a) BCBP (b) BELF (c) LRMC (d) ATPCO (e) BFE		CO1

SECTION B

	Each question will carry 10 marks	(10x5)	
Q 7.	Discuss/Explain Avoidable Cost and Incremental Cost		CO2
Q 8.	Discuss/explain Sunk Cost and Opportunity Cost		CO2
Q 9.	Discuss/ Explain Committed and discretionary Cost		CO3
Q 10.	Discuss/Explain Short Run Cost and long Run Cost		CO3
Q 11.	Discuss/Explain Operating leverageand financial leverage		CO3

SECTION-C

Question 12 carries 20 Marks (Each part carries 2 marks)		(5x4)	
Q 12.	<p>Reply/Explain in detail the special economic characteristics of Airline business on the follows topics as given below</p> <ul style="list-style-type: none">i. Highly Perishable Product. Ease of Entry.ii. Tendency to Monopoly or Oligopoly.iii. Energy Intensive.iv. Business Cycle Sensitive.v. Economies of scale, scope and density.		CO4