



Name:
Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Airline Service Operations

Program: MBA AVM

Course Code: TRAV 7008

Semester: II

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

| S. No. | | Marks | CO |
|--------|--|-------|-----|
| Q 1 | List down any 08 activities performed in Back up office of airline while passengers are being checked and boarded. | 2 | CO1 |
| Q 2 | What is Seasonal peaking in passenger markets? | 2 | CO1 |
| Q 3 | Explain Acquisition cost for an aircraft. | 2 | CO1 |
| Q 4 | What are the two main elements to maintenance of aircraft value? | 2 | CO1 |
| Q 5 | Discuss merits of Hub and Spoke model. | 2 | CO1 |
| Q 6 | Define Customer Loyalty. | 2 | CO1 |
| Q 7 | Explain functions of management. | 2 | CO1 |
| Q 8 | What is aircraft assignment and routing in fleet management? | 2 | CO1 |
| Q 9 | What is residual value of an aircraft? | 2 | CO1 |
| Q 10 | What are introductory fares and when does airline use this fare? | 2 | CO1 |

SECTION B
4Qx5M= 20 Marks

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| Q 11 | Examine how airlines can reinvent programs and experiences in strengthening loyalty among their customers. | 5 | CO2 |
| Q 12 | Discuss what airline specific data needs to be gathered in aircraft evaluation process for passenger aircraft. | 5 | CO2 |

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| Q 13 | Explain performance analysis of an airplane and how is it important in aircraft evaluation process. | 5 | CO2 |
| Q 14 | Examine periodic fluctuations in Traffic/Market Data. | 5 | CO2 |
| SECTION-C 3Qx10M=30 Marks | | | |
| Q 15 | Explain contract and in house maintenance. | 10 | CO3 |
| Q 16 | Analyze airport functions in details. | 10 | CO3 |
| Q 17 | Attempt only one question (either 'A' or 'B'). A) Explain purpose of market segmentation. OR B) Describe non-technical commercial activities at airport. | 10 | CO3 |
| SECTION-D 2Qx15M= 30 Marks | | | |
| Q 18 | Analyze Pricing Tactics followed by Pricing analysts of an airline. | 15 | CO4 |
| Q 19 | Attempt only one question (either 'A' or 'B') A) Compare Aeronautical and Non-Aeronautical Revenues. OR B) Analyze the misconceptions about Customer Relationship Management. | 15 | CO4 |