

Name:

Enrolment No:



**School of Business**  
**UPES**  
**End Sem Examination May 2024**

**Program: MBA Aviation Management**  
**Subject/Course: Airline Service Operations**  
**Course Code: TRAV7008P**

**Semester: 2nd**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**SECTION A**  
**10Qx2M=20Marks**

Q.No		Marks	Cos
Q1	Which of the following is not a common class of service offered by airlines? a) Economy b) Business c) Premium d) Luxury	2	CO1
Q2	What does the term "code-sharing" refer to in the airline industry? a) Sharing secret codes between airlines for security purposes b) Collaborating with other airlines to share flight routes and schedules c) Implementing a specific code of conduct for airline staff d) Sharing software codes for airline reservation systems	2	CO2
Q3	Which factor primarily determines the price of an airline ticket? a) Distance of the flight b) Type of aircraft used c) Time of booking d) The nationality of the passenger	2	CO2
Q4	What does the abbreviation "ATC" stand for in aviation? a) Air Traffic Control b) Aircraft Technical Committee c) Airport Terminal Checkpoint d) Airline Ticket Counter	2	CO1
Q5	Which of the following is a common inflight service provided by airlines? a) Car rental b) Hotel booking c) Duty-free shopping d) City tours	2	CO2

Q6	<p>What does the term "hub" refer to in the context of airlines?</p> <p>a) The central part of an airplane where passengers board  b) A major airport where flights connect for transfer passengers  c) A type of aircraft engine  d) A designated area for flight crew training</p>	2	CO2
Q7	<p>Which of the following is an example of a low-cost carrier (LCC)?</p> <p>a) Emirates  b) Ryanair  c) Lufthansa  d) British Airways</p>	2	CO1
Q8	<p>What is the purpose of the IATA (International Air Transport Association)?</p> <p>a) Setting standards for airline safety  b) Regulating airport operations  c) Representing the interests of airlines worldwide  d) Providing training for flight attendants</p>	2	CO1
Q9	<p>What does the term "red-eye flight" refer to?</p> <p>a) A flight with entertainment systems featuring red-eye movies  b) An overnight flight that arrives early in the morning  c) A flight specifically for passengers with red-eye vision problems  d) A flight operated by a budget airline</p>	2	CO1
Q10	<p>What is the purpose of a boarding pass?</p> <p>a) To indicate a passenger's seat assignment and departure gate  b) To serve as identification for security checks  c) To provide access to airport lounges  d) All of the above</p>	2	CO1
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
Q11	Discuss the importance of effective communication between ground staff and flight crew in airline operations	5	CO2
Q12	Outline the steps involved in the process of aircraft turnaround at an airport	5	CO3
Q13	How do you communicate with passengers in the event of flight delays or cancellations?	5	CO3
Q14	Briefly explain, partnerships & alliances with other airlines to improve service offerings?	5	CO2
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
Q15	How do airlines manage capacity planning and scheduling to optimize resource utilization while meeting customer demand?	10	CO3
Q16	Analyse the challenges and opportunities associated with managing customer experience in the airline industry, considering factors such as personalization & loyalty programs	10	CO4

Q17	Evaluate the role of human resource management in airline service operations, including recruitment, training, and employee engagement strategies	10	<b>CO3</b>
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q18	An Airline recently faced a series of flight delays and cancellations due to adverse weather conditions. What are the steps that the airline could take to minimize the impact on passengers and maintain operational efficiency during such situations	15	<b>CO4</b>
Q19	Discuss the impact of external factors such as economic fluctuations and geopolitical events on airline service operations and how airlines can adapt to these challenges effectively	15	<b>CO4</b>