School of Business
Backlog Examination, June 2023

[Programme: BBA Aviation Management] [Semester: IV] [Batch:]

Course Title: Global Civil Aviation Management	Max Marks: 100
Course Code: BBAV2004	Time: 3 Hrs.

Instructions:	1. *All questions are compulsory.*
	2. *Assume missing data suitably, if any.*

		K Level	COs	Marks
	SECTION-A (15 Marks) **5 Marks each**			
1.	Illustrate the rapid growth of "low-cost carriers" (LCCs) offering low-fare air travel options contributed in a major way to the poor financial performance of traditional airlines.	K2	CO1	5
2.	Explain: a) Load Factor, b) Quality of Service Factors.	K2	CO2	5
3.	Explain the key components of airline reservation systems.	K2	CO2	5
	SECTION-B (40 Marks) **10 Marks each**			
4.	Explain how the differences in the cost structures between legacy airlines and low-cost carriers reflect substantial differences in the productivity of both aircraft and employees.	K2	CO1	10
5.	Examine the functions of the HR department within an aviation organization.	K4	CO2	10
6.	What are the advantages of a hub-and-spoke network, over a complete point-to-point network (in terms of O-D markets served, aircraft, ASMs, and operating costs).	K3	CO3	10
7.	By 2020 the global airline fleet is expected to be twice as large as in 2012 and by 2030 passenger numbers are expected to be double. Supplement the information with your own research and discuss how IT can help airlines and airports cope with the challenges of this expected growth. OR How might airports and airlines use new technologies such as augmented reality to streamline and improve the passenger experience? Discuss in detail.	K4	CO4	10
	SECTION-C (45 Marks) **15 Marks each**			
8.	Discuss how an effective recruitment process ensures that the most suitable candidates are selected while airline recruitment drive.	K4	CO3	15
9.	Design an audit system that would allow an HR manager to ensure that both legislation and company standards are being met.	K6	CO4	15
10	Explain how an aviation HR department is used to implement company objectives whilst complying with current employment regulations. OR Explain the following terms: i) O-D Passengers ii) O-D Markets iii) Hub-and-Spoke Network iv) Connecting bank	K5	CO5	15