School of Business Backlog Examination, June 2023 [Programme:BBA AVIATION] [Semester: IV th] [Batch: 2018-21] Course Title: AIRLINE ECONOMY Course Code: BBAV2005 Instructions: 1. All questions are compulsory. 2. Assume missing data suitably, if any. SECTION-A (15 Marks) SECTION-A (15 Marks) 5 Marks each 1. Define the main income drivers of airlines. Explain the structure of Airline network and its constituents? SECTION-B (40 Marks) SECTION-B (40 Marks) 10 Marks each 4. Define the specific financial results of airline business model. Examine the Dynamic Pricing System of Airline and its major impact on the profit of the airline. Identify the importance of airline marketing and what are the 4P's of marketing in aviation. K3 CO5 10	Name.				Printed Pages:01		
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of the airline. Identify the importance of airline marketing and what are the 4P's of marketing in aviation.	6.			K4	CO3	10	
aviation.							
7 aviation. K3 CO5 10							
	7.	OR		K3	CO5	10	
Analyze the key elements of airline labor economics, competition, and market share.		Analyze the key elements of airline labor economics, competition, and market share.					
SECTION-C (45 Marks) 15 Marks each							
8. Identify the airline distribution system and frequent flyer e-economics. K3 CO3 15	8.	Identify the	airline distribution system and frequent flyer e-economics.	K3	CO3	15	
9. Determine cash flow management risk management practices in the airline industry. K5 CO4 15	9.	Determine of	cash flow management risk management practices in the airline industry	y. K5	CO4	15	
Justify insights of the marketing environment in airline using a powerful model of K5	10	• •		K5			
$ 0 \rangle$		analysis called the PEST analysis.			CO5	15	
OR Evaluate the key elements of airline financial planning.		OR Evaluate the key elements of airline financial planning					