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**School of Business****Bachelor of Business Administration Aviation Management  
Mid Term Examination - Nov 2023****Duration : 90 Minutes  
Max Marks : 50****Sem III - D1UB301T - Introduction to Aviation Industry**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) How do Regulatory Organizations like ICAO and IATA influence the Aviation Industry? K2 (2)
- 2) Find how the freight and passenger business differ in aviation K1 (3)
- 3) Infer why airlines might invest in fleet modernization for long-term profitability. K2 (4)
- 4) How do the Economic Impact of Aviation and the Historical Perspective relate? K2 (6)
- 5) Apply the concept of yield management to explain how passenger airlines adjust ticket prices. K3 (6)
- 6) Analyse how the passenger load factor affects the profitability of an airline and explain its significance. K3 (9)
- 7) Classify airlines into legacy carriers and low-cost carriers (LCCs). Explain the distinguishing features of each category and how they compete differently. K4 (8)
- 8) Plan the step-by-step process of aircraft certification carried out by regulatory organizations like ICAO. K4 (12)

**OR**

Discuss the shift in passenger travel preferences towards sustainable aviation, including the demand for eco-friendly practices, carbon offset options, and the development of electric aircraft. K4 (12)