| CP–3930 | M.B.A. DEGREE EXAMINATION, NOVEMBER **11** 2011 |

Airline and Airport Management

MANAGEMENT PRACTICES

(2011 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is global management?
2. List out various external environment.
3. Define 'strategies'.
4. State any two purpose of planning.
5. Draw organisational structure of a company.
6. Define 'Authority'.
7. What is motivation?
8. Define leadership.
9. What is BEP?
10. Define 'Six Sigma'.

Part B   (5 × 5 = 25)

Answer **all** the questions.

11. (a)   Explain the basis of global management.

Or

    (b)   Write a note on social responsibility.

12. (a)   Explain planning premises.

Or

    (b)   Explain the steps involved in decision making.

13. (a)   Discuss the limitations of staff authority.

Or

    (b)   Explain any four types of departmentation.

14. (a)   State various styles of leadership.

Or

    (b)   List out the importance of communication.

15. (a)   Explain emerging control techniques.

Or

    (b)   Write a note on global controlling.

Part C   (3 × 10 = 30)

Answer **all** the questions.

16. (a)   Discuss the evolution of management thought.

Or

    (b)   Give short note on :

    (i)   Strategies

    (ii)   Policies

    (iii)   Objectives.

17. (a)   Explain the importance of organisational culture for effective organizing.

Or

    (b)   Discuss the merits and demerits of group decision making.

18. (a)   Explain the process of controlling.

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Or

(b) Discuss the emerging practices in management.

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CP–3931 | M.B.A. DEGREE EXAMINATION, NOVE[**12**]2011
Airline and Airport Management
EXECUTIVE COMMUNICATION
(2011 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Effective communication?
2. What are the objectives of management?
3. What is business correspondence?
4. What is customer complaint letter?
5. What is short report?
6. What are the objectives of report writing?
7. What is verbal communication?
8. What is meeting?
9. What is minutes?
10. What is agenda?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   What are the various types of communication?

Or

(b)   What are the principles of effective communication?

12. (a)   Explain the significance of personalised standard letter.

Or

(b)   What are the merits of sales letter?

13. (a)   Distinguish between technical report and research report.

Or

(b)   Write a merit of long report.

14. (a)   Explain the significance of Dyadic communication.

Or

(b)   What are the advantages of telephonic conversation?

15. (a)   What are the procedure to be followed while conducting an official meeting?

Or

(b)   Explain the objectives of face to face communication.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   Write the advantages of writing sales letter.

Or

(b)   Explain the significance of writing enquiries.

17. (a)   What are the merits of audio-visual communication?

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Or
(b) What are the benefits of non-verbal communication?

18. (a) What are the procedures for conducting seminars and conference?

Or

(b) Explain the procedure of Regulating speech.

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M.B.A. DEGREE EXAMINA
NOVEMBER 2011
Airline and Airport Management
ORGANIZATIONAL BEHAVIOUR
(2011 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. State the Trait Theory.
2. What are the determinants of personality?
3. Define "Management Ethics".
4. What do you mean by Perception?
5. What is "Work-Life Balance"?
6. What are the levels of conflict?
7. What are planned changes?
8. What is Impression Management?
9. Give any two examples for homogenous national culture.
10. Why do we need to study about cultural diversity in O.B?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   Explain the management functions that are relevant to organizational Behaviour.

Or

    (b)   Explain the Psycho-Analytical view of personality.

12. (a)   Explain the components of a value system.

Or

    (b)   Explain the various factors that influence perception.

13. (a)   Describe the positive effects of stress in organizations.

Or

    (b)   Differentiate between Team and Group Behaviour.

14. (a)   Describe the various approaches in managing unplanned changes.

Or

    (b)   Explain the process of sustaining cultural values.

15. (a)   Analyze the cultural differences between any two countries of your choice.

Or

    (b)   Analyze the various cultural differences in India and it's impact on Airline business.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   Describe the evolution of the study of organizational behaviour.

Or

    (b)   Explain the methods of assessing personality while recruiting airline crew.

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17. (a)   Explain the triangular relationship between Attitude, values and Life style.

                                    Or

    (b)   Describe the various conflic resolution strategies adopted by Airline, companies.

18. (a)   Explain the various Interventions of Organizational Development of Airports.

                                    Or

    (b)   Explain the dynamics of organizational culture.

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Airline and Airport Management
STATISTICAL METHODS
(2011 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is a stem and leaf display?
2. What is a histogram?

3. What are called as Bivariate statistics?

4. Define "Arithmetic Mean" and "Geometric Mean".

5. What are called as interquartile range?

6. State the law of total probability.

7. Give an example for independence of events in probability.

8. What is wholesale price Index? How is it calculated?

9. How can you test population variances?

10. What is Type – I error?

Part B   (5 × 5 = 25)

Answer **all** questions.

All questions carry equal marks.

11. (a)   Explain how differentiation can be used for optimization of a business problem.

Or

   (b)   As the number of units manufactured increases from 2000 to 3000, the total cost of production increases from Rs. 11,000 to Rs. 15,000 find the relationship between the cost (y) and the number of units made (x), if the relationship is linear.

12. (a)   Solve graphically,
Minimize $Z = 40x_1 + 24x_2$
Subject to

$$20x_1 + 50x_2 \geq 4800$$

$$80x_1 + 50x_2 \geq 7200$$

$$x_1, x_2 \geq 0.$$

Or

   (b)   What is P/V ratio? What does it measure? How is it useful?

13. (a)   The probability that a student will pass in the economics test is 2/3 and that he will pass in English test is 4/9. If the probability of his passing in atleast one of there two tests is 4/5, find the probability that he will pass in both the tests.

Or

   (b)   The Gilbert Machinery company has received a big order to produce electric motors for a manufacturing company. In order to bit in its bearing, the drive shaft of the motor must have a diameter of 5.1 inches. The company's purchasing agent realizes that there is a large stock of steel rods in inventory with a mean diameter of 5.07 inches and a standard deviation of 0.07 inches. What is the probability of a steel rod from inventory fitting the bearing?

14. (a)   Mr. Raja is a broker on the madras stock exchange who is curious about the amount of time between the placement and execution of a market order. Raja sampled 45 orders and found that the mean time to execution was 24.3 minutes and the standard deviation was 3.2 minutes. Help raja by constructing a 95 percent confidence interval for the mean time to execution.

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Or

(b) The following data are monthly values of standard and poor's 500 stock index from March 2003 through April 2004. 860, 860, 875, 910, 890, 930, 970, 962, 957, 972, 975, 1000, 985, 1010.
Forecast the value of this index for May 2004.

15. (a) Illustrate the step by step procedure for conducting a chi-square test and state its applications.

Or

(b) A graduate student comes out of college with an average debt of Rs. 25,000. A sample of 200 graduate students showed that they had an average debt of Rs. 30,000. with a standard deviation of Rs. 10,000. State the null and alternate hypothesis and carry out a test at 5% level of significance.

Part C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) A book seller sells a particular book of tax laws for Rs. 100. It purchases the book for Rs. 80. Per copy. Since some of the tax laws change every year, the copies unsold at the end of a year become outdated and can be disposed off for Rs. 30 each. According to past experience, the annual demand for this book is between 18 and 23 copies. Assuming that the order for the book can be placed only once during the year, prepare a pay-off table to decide the number of copies to be purchased for the next year.

Or

(b) A coastal ship can carry a maximum of 1,00,000 passengers per month at a fare of Rs. 850. per passenger. The variable cost per passenger is Rs. 100. While the fixed costs are Rs. 75,00,000 per month. Find the break-even quantity (no. of passengers) and break-even sales (fares) for the ship.

17. (a) Is it possible that a simple correlation of 0.51 between two variables will not indicate that the two variables are really correlated, while a sample correlation of 0.04 between another pair of variables will be statistically significant? Explain in detail.

Or

(b) Explain the process of estimating error variance and the standard errors of regression estimators.

18. (a) For the following table, state and test the appropriate hypothesis at 0.05 significance level.

Attitude Towards Social legislation

Occupation	Favour	Neutral	Oppose
Blue collar	19	16	37
White collar	15	22	46
Professional	24	11	32

Or

(b) Compare and contrast the methods and uses of single and two tailed tests in detail.

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Airline and Airport Management
MANAGEMENT ACCOUNTING
(2011 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is accounting?
2. Define the term management accounting.
3. What is ledger?
4. What do you mean by depreciation?
5. What is ratio?
6. What is fund flow statement?
7. What is cash flow statement?
8. What is cost accounting?
9. What is marginal costing?
10. What is budget?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   What are the accounting concepts?

Or

(b)   How to prepare balance sheet? Explain.

12. (a)   Explain the merits of ratio analysis.

Or

(b)   What are the requisite of good costing system?

13. (a)   What is fund from operation? Explain its merits.

Or

(b)   Prepare a common size statement from the following B/S.

Liabilities	2007	2008	Assets	2007	2008
Share capital	200	250	Fixed assets	100	120
Reserves	80	100	Investments	50	60
Debentures	100	80	Stock	65	75
Creditors	70	95	Debtors	80	90
Bills payable	50	75	Bills receivable	95	105
			Cash at bank	110	150
	500	600		500	600

14. (a)   From the following particular calculate stock turn over ratio.

(i)   Opening stock Rs. 40,000
(ii)   Closing stock   Rs. 44,000
(iii)   Sales Rs. 4,15,000
(iv)   Gross profit ratio 20%.

Or

(b)   What are turn over ratios? Explain its importance.

15. (a)   What are the various sources of funds?

Or

(b)   From the following data calculate :

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(i) P/v ratio
(ii) Variable cost
(iii) Profit.
Sales Rs. 80,000
Fixed expenses Rs. 15,000
Break even point Rs. 50,000

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the various types of depreciation methods?

Or

   (b) What are the accounting conventions?

17. (a) Explain the objectives of analysis and interpretation of financial statements.

Or

   (b) Given current ratio = 2.8
Acid - test ratio = 1.5
Working capital = Rs. 1,62,000.
Calculate :
(i) Current assets
(ii) Current liabilities
(iii) Liquid assets
(iv) Stock.

18. (a) Distinguish between fund flow statement and cash flow statement.

Or

   (b) From the following two balance sheets you are required to prepare a statement of sources and application of funds.

Balance Sheet

Liabilities	2007	2008	Assets	2007	2008
Share capital	40,000	25,000	Cash	30,000	47,000
Trade creditors	10,000	23,000	Debtors	1,20,000	1,15,000
P & L a/c	2,30,000	2,70,000	Stock in trade	80,000	90,000
			Land	50,000	66,000
	2,80,000	3,18,000		2,80,000	3,18,000

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M.B.A. DEGREE EXAMINATION, N| 16 |2011

Airlines and Airport Management

BUSINESS RESEARCH METHODS

(2011 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is a research problem? Give two examples to illustrate your answer.
2. Briefly explain how you would identify research problem.
3. List the criteria for a good sample.
4. Define hypothesis and state two characteristics of hypothesis.
5. Differentiate between observation and interview methods of data collection.
6. What do you mean by pilot study?
7. Narrate the advantages of using non-parametric tests.
8. Distinguish between F-test and t-test.
9. Write a brief note on the task of interpretation in the context of research methodology.
10. Briefly write about technical report in research.

Part B   (5 × 5 = 25)

Answer **all** the questions.

11. (a)   Enumerate the problems encountered by the researchers.

Or

   (b)   Describe the criteria for a good research.

12. (a)   Explain why probability sampling is preferred in comparison to non-probability sampling.

Or

   (b)   Differentiate between simple random sampling and complex random sampling designs.

13. (a)   How does case study method differ from the survey method? Analyse the merits and limitations of case study method of data collection.

Or

   (b)   Discuss about interviews, as a technique of data collection.

14. (a)   Explain about chi-square test and state the precautions needed in applying chi-square test.

Or

   (b)   What are parametric tests? Describe their significance in statistical analysis.

15. (a)   Discuss the points to be kept in mind while writing a research report.

Or

   (b)   "Report writing is more of an art that hinges upon practice and experience." Comment.

Part C   (3 × 10 = 30)

Answer **all** the questions.

16. (a)   Write a comprehensive note on the task of choosing a research problem in an Airline Industry.

Or

   (b)   "Knowing what data are available often helps to narrow down the problem itself as well as the techniques that might be used." - Explain the underlying idea in this statement in the context of defining research problem.

17. (a)   State the reasons why sampling is used in the context of research studies.

Or

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(b) Distinguish between sampling of attributes and sampling of variables. Explain each of the method in detail.

18. (a) Explain the significance of research report and narrate the various steps involved in writing such a report.

Or

(b) What are the different forms in which a research work may be reported? Discuss.

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M.B.A. DEGREE EXAMINA **17**

NOVEMBER 2011

Airline and Airport Management

AIRPORT ECONOMICS

(2011 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define the terms "Airport" and "Green Field Airport".
2. Draw a flowchart showing components of Airport Operations.
3. List out the airport categories based on their activities.
4. Define Runway capacity.
5. What are the objectives of airport pricing?
6. What are the major reasons for airport competitiveness?
7. Define gate and gate capacity.
8. State the meaning and importance of regulation.
9. What are the criteria for allocation of runway slots?
10. Define Runway, Taxiway, Apron.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   Describe the functions of a "Airport System".

Or

    (b)   Describe Airport Organization Structure.

12. (a)   List out the principles of Airport Management.

Or

    (b)   Draw the flowchart of a typical terminal building passenger flows.

13. (a)   Explain the "Hub and Spoke Principles" of Airport Strategies.

Or

    (b)   Detail the airport competitive factors.

14. (a)   Explain the principles of airport pricing and factors that determine pricing.

Or

    (b)   Explain the typical airport business plan and budget.

15. (a)   What are the objectives behind airport privatization?

Or

    (b)   Explain the features of airport regulatory practices.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   Elaborate the history and development of airports.

Or

    (b)   Narrate about airport and its economic features.

17. (a)   What are the causes of Airport Congestion and delay and factors affecting delay and explain how they can be eliminated?

Or

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(b) Explain Aeronautical and Non-Aeronautical revenue.

18. (a) How are Airport performance measured? State important measuring standards for airport services with their advantages.

Or

(b) Write a detailed note on the first private international airport in India.

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Airline and Airport Management
AIR CARRIER OPERATIONS
(Upto 2010 batch)

Time : 3 Hours   Maximum : 75 Marks

Section A $(10 \times 2 = 20)$

Answer **all** questions.

1. Define V_1 and V_2.
2. What is dry lease and wet lease?
3. Explain what is CURS?
4. What is take off path?
5. Define 'Clearway'.
6. What is an 'Air carrier'?
7. Pressurised cabins – Explain.
8. Expand the abbreviations:
    (a) FAA
    (b) CFR
    (c) FAR
    (d) AFM.
9. What is 'flag operation'?
10. Define 'Rest period'.

Section B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Write a note on IFR dispatching rules.

Or

(b) Explain instrument and equipment requirements for part 121 operations.

12. (a) What are the flight time limitations and rest requirements for domestic operations?

Or

(b) Write a note on operating manuals.

13. (a) Draw an organisational chart for AM IMT. (Flag) Airline.

Or

(b) Air worthiness requirements – Explain.

14. (a) Which are the five mandate management positions for a Part 121 air carrier and Part 135?

Or

(b) The contents of operations specifications viz A to E.

15. (a) Explain en route limitations when two engines in operative.

Or

(b) Write a note on aircraft maintenance logs.

Section C $(3 \times 10 = 30)$

Answer **all** questions.

16. (a) Flight crew member duties – Explain.

Or

(b) Why you need a destination alternate airport – Explain.

17. (a) What do you understand by the term 'dispatch release document'? What are the contents of this document?

Or

   (b) Explain in detail 'briefing of passengers' before take off.

18. (a) Write in detail the cockpit check procedure, passenger information and public address system.

Or

   (b) Find out from following example, what time the crew should report at the airport after minimum rest period :

Reporting time – 0645 Z
Departing time – 0745 Z
Arrival time – 1215 Z
Departing time – 1330 Z
Arrival time – 1645 Z
Release time – 1700 Z
The flight time for the next leg is 2 hrs and 10 mts.

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Airline and Airport Management
AVIATION AND AIRPORT SECURITY
(Upto 2010 Batch)

Time : 3 Hours   Maximum : 75 Marks

Draw suitable diagrams if necessary.

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Describe the operating principle of a Quadruple Resonance (Q.R) devices.
2. What are the objectives of ergonomics?
3. Differentiate the concepts of "Blast containment" and "Blast Management" design.
4. What do you understand by airborne aircraft security?
5. What are the requirements of a knownshipper?
6. Write down the three basic lines of physical defence at an airport.
7. List out the serious consequences of the rapid expansion of general aviation.
8. What are 'Airway Routes'?
9. Explain the acronym "NOPE" in threat assessment.
10. Explain the concept of US Domestic terrorism.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   Write short notes on aviation security improvement act of 1990.

Or

   (b)   Briefly explain about new airport operator's rules.

12. (a)   Explain antiterroristic action on cockpit doors.

Or

   (b)   Write short notes on Central Intelligence Agency (C.I.A).

13. (a)   Explain about X-ray inspection units in the airports.

Or

   (b)   How screening checkpoint augmentation helps the security of airports?

14. (a)   Briefly explain about international Air Cargo standards.

Or

   (b)   Explain the role of bomb sniffing dogs in the airport security.

15. (a)   Discuss about Biosimmer.

Or

   (b)   Briefly explain microwave holographic imaging in detail.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   What is a metal detector? Explain the procedure for selecting a metal detector.

Or

   (b)   Briefly explain the consequences of 9/11 operations to the industry.

17. (a)   Explain the new generation of video security system provided in airports and its advantages.

Or

   (b)   Describe briefly the T.S.A. inspection of airports.

18. (a)   What is counterterrorism? Explain any three counterterrorist units in detail.

Or

   (b)   Describe the International Aviation safety assessment program in detail.

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M.B.A. DEGREE EXAMINATION, NOVEM **33** 2011

Airline and Airport Management

LEGAL ENVIRONMENT

(Upto 2010 Batch)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is hormonsous industrial relations?
2. What do you mean by trade union movement?
3. Define the term labour relations.
4. What is employee grievances?
5. What is collective bargaining?
6. What is worker's participation in management?
7. What is Factories Act 1948?
8. Write a note on the Worker's Compensation Act?
9. What is Industrial Disputes Act?
10. What is Minimum Wage?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   What are the different approaches to industrial relations?

Or

   (b)   What are the functions of industrial relations?

12. (a)   Explain the four important types of union structure.

Or

   (b)   Why do workers joint trade unions?

13. (a)   What are the principles of collective bargaining?

Or

   (b)   What are the recent trends in collective bargaining?

14. (a)   What are the statutory provisions of the Factories Act 1948?

Or

   (b)   What are the legal provisions of the Workmen's Compensation Act 1923?

15. (a)   What are the recommendation of National Commission of Labour, 1999 to strengthen trade unions?

Or

   (b)   Explain the objectives and functions of employer's associations.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   Define the term Industrial relations. Explain how the concept of industrial relations differs from the concept of HRM.

Or

   (b)   Discuss the causes of declining role of trade unions in India after globalization.

17. (a)   Examine the conditions essential for the success of workers participation in management.

Or

   (b)   Why do accidents occur in industries? Suggest the measures to prevent industrial accidents and to provide safety to employees.

18. (a)   "The Payment of Bonus Act 1965, is enacted to reduce conflict on account of bonus. But the reverse has happened" – Discuss.

Or

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(b)   What are the recent trends in Collective bargaining? How do assess the success of the collective bargaining in India?

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M.B.A. DEGREE EXAMINA
NOVEMBER 2011
Airline and Airport Management
SUPPLY CHAIN MANAGEMENT
(Upto 2010 Batch)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define a supply chain.
2. What is a value chain?
3. What is a sub-contract?
4. What are different types of costs in purchase?
5. What is a bonded warehouse?
6. What do you mean by dynamic optimization?
7. What is 3PL in logistics?
8. What is Inbound logistics?
9. What do you mean by E-Commerce?
10. What is a Bar code?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   Explain the external drivers of charge in SCM.

Or

    (b)   Analyze the strategic issues in SCM.

12. (a)   Illustrate the steps in purchase planning process.

Or

    (b)   Explain the various performance indices to evaluate purchases performance.

13. (a)   Explain the features of an effective material handling system.

Or

    (b)   Explain the critical issues of transportation.

14. (a)   Explain the process of integration of logistical operations.

Or

    (b)   Explain Risk Pooling Effect in logistics Management.

15. (a)   Explain the role of ERP in SCM.

Or

    (b)   Explain the barriers faced by organizations in implementing SCM.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   Explain the key components and dimensions of strategic supply chain management.

Or

    (b)   Explain the impact of IT in supply chain management.

17. (a)   Explain the methods of analyzing the financial impact of inventory.

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Or

    (b)   Write an essay on international and global issues in Logistics.

18. (a)   Explain the role, scope and advantages of customer service in SCM.

Or

    (b)   Explain supplier sourcing and management process.

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Airline and Airport Management

FUTURE AVIATION SYSTEMS

(Upto 2010 Batch)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is commercial aircraft and its types?
2. What is crew culture?
3. Describe the matrix of aircraft operational functions.
4. What is the main difference between traditional airport, active air port and aggressive airport?
5. Name the parts of air traffic services.
6. Mention the triple point of view with aesthetic aspects of colours.
7. What are the generic attributes to be most problematic in a new upgraded military cockpit display?
8. What are the indirect benefits from future ATM systems?
9. Define ergonomics.
10. Write about the standard of ICAO annex 17.

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a)   Explain gate to gate concept.

Or

(b)   Explain cockpit automation.

12. (a)   Explain four "R"S of leadership in resource management.

Or

(b)   Explain the attitude to security and need for designing the security.

13. (a)   Explain the benefits of the future air traffic management system.

Or

(b)   Explain the architecture of the interior design of aircraft.

14. (a)   Explain the role of airports in the world.

Or

(b)   Explain aircraft situation display.

15. (a)   Explain the cultural factors in the cockpit.

Or

(b)   Explain Ergonomics principle.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a)   Explain basic training issues in air traffic flow management.

Or

(b)   Explain future ATM system design.

17. (a)   Explain system engineering in the manufacturing process.

Or

(b)   Explain the FANS committee.

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18. (a)　　　Explain the laws for cockpit instrument display design.

<div align="center">Or</div>

(b)　　Explain basic cognitive issue of TFM and assertion about traffic management skills.

<div align="center">————————</div>

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M.B.A. DEGREE EXAMINA .
NOVEMBER 2011
Airline and Airport Management
AVIATION MANAGEMENT STRATEGIES
(Upto – 2010 Batch)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define 'Competitive strategy'.
2. What is meant by core competency?
3. State the meaning of VISION STATEMENT.
4. What are the internal environment of business?
5. What do you mean by environmental scanning?
6. State the meaning of forward integration.
7. What is meant by value chain?
8. What do you mean by Total Quality Management?
9. Why do firms out source business activities?
10. What is meant by 'Bench Marking'?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Enumerate the advantages of environmental analysis.

Or

   (b) Describe the value chain activities.

12. (a) What are the benefits and pitfalls of strategic planning?

Or

   (b) Differentiate Joint venture from strategic alliance.

13. (a) What are the approaches to Turn around strategy?

Or

   (b) List out the sources of strength and weakness.

14. (a) Give reasons for holding in and outsourcing aviation business.

Or

   (b) Jet Blue's success story is a case of how a small airline can effectively compete with big airlines. – Elucidate.

15. (a) 'The key to successful implementation is strategic leadership' – Evaluate this statement.

Or

   (b) Enumerate the strategies to be adopted by Airlines in 21st century.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the process of strategic management.

Or

   (b) Enumerate the elements of macro environment affecting airline business.

17. (a) Conduct a SWOT analysis of King Fisher Airlines.

Or

   (b) Explain the steps involved in strategic implementation.

18. (a)   How are strategies executed through internal systems?

Or

(b)   Describe the process of setting corporate strategies.

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CP–3930

CP–3943 **M.B.A. DEGREE EXAMINATION, NOVE** 371 **2011**
Airline and Airport Management
SERVICES MARKETING
(Upto 2010 Batch)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What do you mean by relationship marketing?
2. What do you understand by the term "Positioning of services"?
3. Define hospitality industry.
4. What do you mean by mutual fund?
5. Point out any two services offered by charities.
6. State the importance of marketing in service sector.
7. What do you understand by customer support service?
8. What are the factors influencing hospitality marketing?
9. State the need for the adoption of marketing strategies in educational services.
10. What do you mean by lease financing?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the elements of service marketing mix.

Or

(b) Bring out the classification of services.

12. (a) What do you mean by service differentiation? Briefly state the various differentiation strategies.

Or

(b) Write a brief note on service quality.

13. (a) State the unique features of marketing travel services.

Or

(b) Explain the marketing mix elements of tourism products.

14. (a) Explain the various functions involved in factoring service.

Or

(b) Briefly state the varied types of customer services of a modern commercial bank.

15. (a) Explain the importance of service quality rating in educational services marketing.

Or

(b) Describe the services rendered by telecommunication industries.

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Define services. Discuss the special characteristics of services.

Or

(b) Explain the relationship marketing strategy.

17. (a) Bring out the importance of tourism. Point out the challenges faced by the tourism sector and also suggest measures to overcome them.

Or

CP–3930

(b) Examine the significance and also explain the practices of insurance services in India.

18. (a) Explain the different kinds of leasing and also problems of leasing companies in India.

Or

(b) What is meant by social marketing? Explain the various approaches of social marketing.

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