

Name:

Enrolment No:



School of Business
UPES
End Sem Examination Dec 2024

Program: MBA Aviation Management
Subject/Course: Fundamentals of Airline Operations
Course Code: TRAV7001

Semester: 1st
Max. Marks: 100
Duration: 3 Hours

SECTION A
10Qx2M=20Marks

Q.No		Marks	Cos
Q1	Profitability in the airline industry is often cyclical due to: A. Regulatory changes B. Seasonal passenger demand and fuel price volatility C. Technological advancements D. Frequent mergers and acquisitions	2	CO1
Q2	Ancillary revenue in airlines comes from: A. Ticket sales B. Onboard services, baggage fees, and other non-ticket items C. Government subsidies D. Aircraft sales	2	CO1
Q3	Airlines use Global Distribution Systems (GDS) to: A. Manage airport operations B. Distribute ticket inventory to travel agents C. Track aircraft maintenance schedules D. Optimize fuel usage	2	CO1
Q4	What is the role of predictive maintenance in airlines? A. Scheduling routine maintenance at fixed intervals B. Forecasting and preventing potential failures before they occur C. Reducing the cost of spare parts D. Increasing the aircraft load factor	2	CO1
Q5	Frequent flyer programs are designed to: A. Encourage loyalty among high-value passengers B. Reduce ticket prices for all passengers C. Maximize revenue from short-haul flights	2	CO1

	D. Standardize ticketing processes across alliances		
Q6	Overbooking flights is a strategy to: A. Increase load factor B. Reduce maintenance costs C. Avoid operational delays D. Meet government regulations	2	CO1
Q7	Which metric measures the utilization of an airline's fleet? A. Aircraft turnaround time B. Block hours C. Yield D. Revenue passenger kilometer (RPK)	2	CO1
Q8	Customer segmentation in airline marketing focuses on: A. Grouping passengers based on demographics and travel behavior B. Offering the same service to all passengers C. Increasing seat density D. Limiting ticket availability to certain groups	2	CO1
Q9	Airlines use dynamic pricing to: A. Set fixed ticket prices across all routes B. Adjust ticket prices in real-time based on demand and availability C. Eliminate seasonal variations in pricing D. Standardize international flight costs	2	CO1
Q10	Safety in airline operations is primarily regulated by: A. Local governments B. International aviation organizations like ICAO and FAA C. Aircraft manufacturers D. Pilots' unions	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q11	What factors influence airline scheduling decisions?	5	CO2
Q12	How do slot constraints at airports impact airline profitability?	5	CO2
Q13	How does competition influence network planning?	5	CO2
Q14	How does market concentration affect ticket prices?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q15	How do airlines respond to price wars?	10	CO3
Q16	What are the major cost components of an airline?	10	CO3
Q17	What is the economic impact of aircraft leasing versus buying?	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q18	What is overbooking, and how does it impact airline revenue?	15	CO4
Q19	What is the difference between hub-and-spoke and point-to-point models?	15	CO4