

Name:

Enrolment No:



School of Business
UPES
End Sem Examination Dec 2024

Program: BBA Aviation Management
Subject/Course: Aviation Demand Forecasting
Course Code: TRAV3015P

Semester: 5th
Max. Marks: 100
Duration: 3 Hours

SECTION A
10Qx2M=20Marks

Q.No		Marks	Cos
Q1	Airline alliances like Star Alliance and Oneworld provide: A. Global coordination of air traffic control B. Shared benefits such as code-sharing and loyalty programs C. Standardized ticket pricing D. Exclusive routes for member airlines	2	CO1
Q2	The term "flag carrier" refers to: A. An airline that flies under multiple flags B. A nation's primary airline, often government-supported C. Airlines exclusively operating international routes D. Airlines with the highest market share	2	CO1
Q3	Revenue management in airlines primarily involves: A. Optimizing flight routes B. Balancing load factors and ticket prices C. Reducing fuel costs D. Increasing onboard sales	2	CO1
Q4	Airlines implement fare classes to: A. Differentiate between international and domestic flights B. Segment customers by willingness to pay C. Comply with government regulations D. Simplify ticketing processes	2	CO1
Q5	Airlines expand their global reach by: A. Increasing domestic flights B. Forming strategic partnerships with other carriers C. Reducing their fleet size	2	CO1

	D. Operating from smaller airports		
Q6	Which of the following is a common strategy during economic downturns? A. Expanding fleet size B. Reducing routes and capacity C. Increasing ticket prices significantly D. Investing heavily in luxury services	2	CO1
Q7	The term “hub-and-spoke” system refers to: A. A model where flights operate point-to-point B. A centralized network with connecting flights C. A low-cost airline strategy D. Direct competition elimination	2	CO1
Q8	Airlines typically evaluate route profitability based on: A. Historical passenger feedback B. Revenue per available seat mile (RASM) and load factors C. Marketing expenses D. Competitors’ fleet sizes	2	CO1
Q9	Point-to-point flight models are most commonly used by: A. Legacy carriers B. Low-cost carriers C. Flag carriers D. Regional airlines only	2	CO1
Q10	Seasonal demand fluctuations are best managed by: A. Leasing aircraft during peak periods B. Reducing ticket prices year-round C. Maintaining consistent schedules D. Focusing on cargo-only operations	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q11	How do airlines adjust to seasonal demand fluctuations?	5	CO2
Q12	What factors influence airline scheduling decisions?	5	CO2
Q13	What is the difference between hub-and-spoke and point-to-point models?	5	CO2
Q14	How do airlines compete with each other economically?	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q15	How do airlines balance the demand for increased capacity?	10	CO3
Q16	How do open skies agreements influence airline competition?	10	CO3
Q17	What is the role of mergers and acquisitions in the airline industry?	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q18	What role do tourism trends play in regional airline demand?	15	CO4
Q19	How do open skies agreements influence airline competition?	15	CO4