

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Term Examination, December 2018

Course: TRAV 8003– Airline Economics

Programme: M.B.A (AVM)

Time: 3 hrs.

Semester: III

Max. Marks: 100

Section A (All Questions are Mandatory)

1	Q1. Write full form of the following a) AOCC b) APEX c) ATC d) ATPCO e) BELF f) CRS g) CUSS h) GDS i) IATA j) ICAO	[10x2=20]	CO 1
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SECTION B (Attempt any Four Questions) Short Notes

2	Write/Explain in brief any four of the following with suitable examples from Airline Industry a) Change in demand and shift in demand b) Elasticity of demand c) The drivers of air travel demand d) Cross price elasticity of demand e) Demand function	[4x5=20]	CO1 and CO 2
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SECTION C

- 3 Write detail answer for any of the two questions given below.
- (a) Discuss influence of pricing on demand, supply & Costs, profit, market share & cash flow and market positioning.
 - (b) Discuss consumer surplus and producer surplus.
 - (c) Discuss price differentiation and price discrimination.

[2 X 15 =
30]

**CO2 and
CO3**

SECTION D

4. Reply/Explain in brief the following topics in relation to hub development as give below:

- i) Market fragmentation.
- ii) Market consolidation.
- iii) Market polarization.
- iv) Improved Connectivity.
- v) Higher Load Factor.
- vi) Economies of scope.
- vii) Economies of scale.
- viii) Economies of density.
- ix) GDS display priority.
- x) Increased revenue.

[10x3=30]

**CO 4
(integration
of co1,2and
3)**