

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: Understanding of Aviation Business CC: BDSA105

Semester: V

Programme: BBA AO

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A Answer all the questions (20 Marks) CO2/CO1

1. Define Self Sufficient Airline?
2. The main goal of yield management is to:
a. Offer a high number of Revenue Passenger Miles (RPM)
b. Offer a high number of Available Seat Miles (ASM)
c. Maximize profit through a mix of fares
d. Offer passengers the lowest possible fares
3. The 'Load Factor' is:
a. The total number of passengers booked on a flight
b. The total number of available seats on a flight
c. The ratio of available seat miles and revenue passenger miles
d. The sum of available seat miles and revenue passenger miles
4. Members of the International Air Transport Association (IATA) are:
a. The governments of most countries
b. The CEOs of most airlines
c. Most of the world's airlines (passenger and cargo)
d. All scheduled airlines
5. Which of the following is a major airline alliance?
a. SkyService
b. StarTeam
c. New World
d. SkyTeam
6. A 'slot' is:

a. A space of check-in counters at an airport
b. A point in time where an airline has the right for one take-off or one landing at an airport
c. A door on the aircraft's hull to load and unload cargo
d. The air bridge that connects the aircraft to the terminal building
7. What are the types of Airport Models, name them?
8. Explain, "Phase out of an Aircraft".
9. Define Unit cost?
10. The main aim of aviation security is .
(a) Safeguarding civil aviation against acts of unlawful interference
(b) Detect crime
(c) Check drug trafficking
(d) To maintain law & order

Section B

Any four (20 Marks)

1. Explain in brief function of MOCA?	CO2
2. List down the DGCA structure?	CO4
3. Emerging Challenges & threat to the Airline models	CO1
4. Explain in brief "Airworthiness role" of DGCA?	CO3
5. Explain Oliver Wyman's proprietary Value Driven Business Design approach?	CO2

Section-C

Any three (30 marks)

1. Make a critical assessment of the impact of the airline ownership restrictions in India- on market & airlines?	CO2
2. How can you justify AVIATION TECHNOLOGY MANAGEMENT plays a critical role in Startegy Planning?	CO4
3. How will Indian airlines benefit from the FDI?	CO1
4. . What are the Economic aspects of regional airport development, and recommend few such plan adopted by Indian Aviation Regulatory authority?	CO2

Section D**(30 marks)****CO2/CO3/CO4**

In 2013, easyJet and Amadeus took their partnership to the next level in support of easyJet's strategy to target the business travel market. The objective was clear: increase easyJet's corporate travel bookings using Amadeus' innovative Light Ticketing flow. Two years on, easyJet's bookings with Amadeus have doubled year-on-year, both online and offline, with business travel representing 20% of easyJet's total bookings. As these figures continue to grow, we see these results are only the start of a longer-term success story.

A Market Leader As Europe's fourth largest airline carrying more than 68 million passengers annually, easyJet has been highly successful in an increasingly competitive European travel market. Low Cost (LCCs) and Hybrid Carriers have had a major impact on the evolution of the travel industry, and easyJet was one of the pioneers of the direct booking and ancillary revenue models that are now so popular for leisure travel, resulting in easier and more affordable point-to-point travel. **Recognising the Potential** Looking to build on this success, easyJet recognised the potential of the lucrative corporate travel market early. easyJet knew business travellers were already choosing to travel on its planes, but needed to really break into Europe's estimated £20 billion marketplace in order to support its strategic growth objectives. With approximately 67% of business and first class bookings generated through the indirect channel, easyJet saw the need to adapt its distribution strategy in order to make its vision a reality. **Defining the Strategy** easyJet looked to the managed travel sector in order to target higher yield business travellers, which would allow the airline to balance its network from a seasonal perspective and complement easyJet's already high performing primary airport network. easyJet's network spans over 700 routes across 32 countries and the airline operates on more of Europe's top 100 routes than any other airline - an ideal proposition for business travelers

The Challenge: Addressing the needs of the business travel market while preserving a successful low-cost business model. Corporate travel is traditionally booked using a business travel agent, Travel Management Company (TMC) and online self-booking tool. The ability of the agency to manage policy compliance, flexible and changeable fares, duty of care and reporting capabilities is essential to the booking process. However, this agency process didn't fit within easyJet's direct booking model, so making relevant content available and connecting to key agency partners became crucial to easyJet's strategy.

An Offer That Makes Business Sense To put this new strategy in place, easyJet recognised the need to evolve its offer to suit the business traveller and those organisations that service them. This meant introducing the business specific Inclusive and Flexi Fares in addition to easyJet's existing Standard Fare. Designed exclusively for the business market, these new fares cater to the needs of business travellers and their agents and are bookable on the Amadeus eTravel Management corporate self-booking tool as well as via Amadeus subscribers. easyJet also decided to bring ancillary services, such as extra bags and seats, to the indirect channel to enhance its offer. Another consideration key to easyJet's success was understanding agency needs and how they operate, so the airline appointed distribution relationship managers to liaise

with key partners and support adoption. With a more comprehensive offer for travel agency distribution and continued investment in new routes and schedules, easyJet is better meeting the needs of corporate travellers and helping make business travel easy and affordable for everyone.

Industry Leading Connectivity easyJet also looked at the best way to make its offer available to target markets and Amadeus' extensive network of agency partners. The carrier decided to initially pilot Amadeus Ticketless Access. A unique solution developed specifically for Low Cost and Hybrid Carriers, easyJet found it could: _ Keep connectivity simple using XML while retaining existing systems and business processes _ Remain cost effective with no ticketing, BSP or fare filing costs _ Stay easy and flexible with a solution that was up and running quickly _ Offer real-time fares and availability to travel sellers who can book, modify and cancel itineraries _ Maintain full control with direct and mandatory payments at the time of booking. Ensuring Agency Adoption Following initial success with Amadeus Ticketless Access* easyJet had proved the case for working with Amadeus and was interested in driving greater awareness and adoption amongst TMC and agency partners. easyJet and Amadeus came together on a joint project to accelerate the growth of corporate bookings using the Amadeus Light Ticketing** flow, designed to work seamlessly with agency workflows in order to further drive adoption. A market by market approach was applied, where Amadeus personnel were appointed as LCC market champions and placed in the airline's target markets, starting with the key markets: United Kingdom, France, Spain, Italy, Switzerland, Netherlands and Germany. These champions were tasked with driving easyJet adoption through a programme of education and training with TMC and corporate partners – from agency headquarters to corporate centres to individual travel consultants. This initiative was the key to uniting easyJet's business offer, Amadeus' technology and the agency booking process, which ultimately triggered exceptional year-on-year growth for easyJet. easyJet now works with over 80 travel agency partners across Europe, and bookings continue to grow with around 12 million business passengers carried annually.

1. How do you think ERP helps EasyJet to get innovative Light Ticketing flow, explain with an SWOT analysis ?
2. A market by market approach was applied, where Amadeus personnel were appointed as LCC market champions and placed in the airline's target markets, Explain in detail about this strategy.
3. What were the challenges faced by EasyJet, according to you what can be possible outcome after implementing the ERP (Sabre or Amadeus)

Model Question Paper (Blank) is on next page

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Instructions:

SECTION A Answer all the questions (20 Marks) CO2/CO1

1. ASM stands for:
a. All Seat Miles
b. All Seat Passenger Miles
c. Available Seat Miles
d. Available Seat Passenger Miles
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Section B

Any four (20 Marks)

1. Explain in brief function of MOCA?	CO2
2. List down the DGCA structure?	CO4
3. Airline ownership rule?	CO1
4. Explain in brief "Airworthiness role" of DGCA?	CO3
5. Explain Oliver Wyman's proprietary Value Driven Business Design approach?	CO2

Section-C

Any three (30 marks)

1. Make a critical assessment of the impact of the airline ownership restrictions in India- on market & airlines?	CO2
2. How INNOVATIONS helps in FOR REVENUE GENERATION IN AVIATION industry.	CO3
3. How will Indian airlines benefit from the FDI?	CO1

4. . What are the Economic aspects of regional airport development, and recommend few such plan adopted by Indian Aviation Regulatory authority? CO2

Section D

(30 marks)

CO2/CO3/CO4

In 2013, easyJet and Amadeus took their partnership to the next level in support of easyJet's strategy to target the business travel market. The objective was clear: increase easyJet's corporate travel bookings using Amadeus' innovative Light Ticketing flow. Two years on, easyJet's bookings with Amadeus have doubled year-on-year, both online and offline, with business travel representing 20% of easyJet's total bookings. As these figures continue to grow, we see these results are only the start of a longer-term success story.

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