<table>
<tr><td>Name:

Enrolment No:</td><td>UPES
UNIVERSITY WITH A PURPOSE</td></tr>
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University of Petroleum and Energy Studies
End Term Examination, December 2019

Course:Airline Economics	**CC:TRAV 8003**
Programme: M.B.A (AVM)	**Semester: III**
Time: 3 hrs.	**Max. Marks: 100**

<table>
<tr><td colspan="3" align="center">Section A (All Questions are Mandatory)</td></tr>
<tr>
<td>1</td>
<td>Write full form of the following and explain in two sentences.
    (a) AOCC
    (b) ASA
    (c) APEX
    (d) ATC
    (e) VFR
    (f) BCBP
    (g) BELF
    (h) LRMC
    (i) ATPCO
    (j) BFE</td>
<td>[10x2=20]</td>
<td>CO 1 & CO2</td>
</tr>
<tr><td colspan="3" align="center">SECTION B (Attempt any Four Questions) Short Notes</td></tr>
<tr>
<td>2</td>
<td>Write/Explain in brief any four of the following with examples from model of performance from operating level Equation

    a) Write basic model of performance from operating level
    b) Traffic
    c) Yield
    d) Output
    e) Unit cost</td>
<td>[5x4=20]</td>
<td>CO 1 & CO2</td>
</tr>
<tr><td colspan="3" align="center">SECTION C (attempt Any Two Questions)</td></tr>
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3	Write details answer for any of the two questions given below.
	
	  (a) Explain demand function, demand curve, change in demand and shift in demand.
	  (b) Explain different demand elasticities and its role in market segmentation.
	  (c) Discuss influence of pricing on demand, supply & Costs, profit, market share & cash flow and market positioning.
		[2 X 15 = 30]	**CO2 &CO3**

SECTION D (Attempt all Questions)

4.	Reply/Explain in brief the following topics with examples in relation to Airline Economics as give below:
	
	  i) Price differentiation
	  ii) Market discrimination
	  iii) First degree discrimination
	  iv) Second degree discrimination
	  v) Third degree discrimination
	  vi) Economies of scope
	  vii) Economies of scale
	  viii) Economies of density
	  ix) Marginal cost pricing
	  x) Average cost Pricing
		[10x3=30]	**CO 4 (integration of CO1,2 & 3)**