



SE – 107

I Semester B.B.A. Examination, January 2025  
(SEP 2024-25)  
AVIATION MANAGEMENT  
Paper – BBAV 1.2 : Introduction to Airline Industry

Time : 3 Hours

Max. Marks : 80

**Instruction :** Answers should be written in English **only**.

SECTION – A

Answer **any seven** of the following sub-questions. **Each** sub-question carries **two** marks. **(7×2=14)**

1. a) Mention the primary differences between full-service and low-cost carriers.
- b) Mention the key factors that influence aircraft operations.
- c) What is the important role of ICAO?
- d) List out the major components of airline revenue.
- e) Define hybrid airline.
- f) State any two objectives of IATA.
- g) Write the major impact of digitalization on aviation industry.
- h) Mention key challenges faced by the airline industry in terms of sustainability.
- i) List out any two advantages of airline mergers for passengers.
- j) Give two examples of regional jets.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **eight** marks. **(3×8=24)**

2. Discuss the different types of aircraft used by airlines and their sustainability for various operations.
3. Explain the role of air traffic management in ensuring safe and efficient air travel.

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4. What is IACO ? Briefly explain its objectives and the impact of its policies on global aviation.
5. Describe the different stages in flight operations from departure to arrival.
6. Briefly explain the difference between fixed and variable costs in airline industry.

### SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks. **(3×14=42)**

7. Explain the role and significance of IATA in the airline industry.
  8. Critically evaluate the emerging trends in airline customer experience management and their effects on the industry.
  9. Enumerate the business strategies, target markets and service offerings of different types of airlines.
  10. Explain the benefits of Biofuels used in commercial aviation and what are its challenges ?
  11. Discuss the challenges and opportunities for the airline industry in the context of climate change and sustainability.
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