Roll No……..….. **Total No. of Printed Pages: 2**
Total No. of Questions: [10]

MBA (Aviation Management) (Semester: 3rd)
AIRLINE AND AIRPORT MANAGEMENT
Subject Code: MBADD7321
Paper ID: [23260408]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A consists of 10 compulsory short notes of two marks each.
2. Section B consists of Four Units (Unit – I, II, III & IV). Each unit contains two questions of 8 marks each. Student has to attempt one question from each unit.
3. Section C (8 Marks): A short Case Study related to the syllabus.

Section – A **(2 marks each)**

Q1. Attempt the following:

a What is the significance of SWOT analysis in the airline industry?
b Name two key challenges faced by the Indian airline industry.
c What is the role of an airport operator?
d Define the term 'airport operations.'
e What is meant by 'private participation' in airport management?
f Name two regulatory issues in the aviation industry.
g What are airport landing charges?
h What is the function of the DGCA in India?
i Define slot allocation in aviation.
j Name two key components of an airport security program.

Section – B **(8 marks each)**

UNIT-I

Q2. Assess the impact of globalization on the airline industry in India.
Q3. Suggest strategies for airlines to enhance customer loyalty in a highly competitive market.

UNIT-II

Q4. Discuss how digital tools and technologies are transforming airport management.
Q5. Propose measures to enhance collaboration between airlines and airport authorities for smoother operations.

UNIT-III

Q6. Discuss the challenges and benefits of private sector participation in airport operations.
Q7. Evaluate how pricing strategies for airport services impact airline operations and passenger satisfaction.

UNIT-IV

Q8. Discuss the regulatory functions of the DGCA and its role in maintaining aviation standards.
Q9. Explore the potential of emerging technologies like AI and machine learning in enhancing air traffic management and safety.

Section – C (8 marks)

Q10. Case Study: **Terminal Planning and Operations**

Airport Zeta is experiencing significant passenger growth, leading to congestion in its terminals. The management team is tasked with designing a new terminal layout to improve efficiency and passenger experience while adhering to global safety and operational standards.

Questions:

1. What are the key factors to consider in terminal planning and design?
2. How can terminal operations be optimized to handle increased passenger traffic?
3. Explain the role of airport authorities in terminal expansion projects.
4. What safety regulations must be integrated into the terminal's design?