

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER-VII EXAMINATION – SUMMER 2022

Subject Code:173304

Date:09-06-2022

Subject Name:Aviation and Cruise Line Operation

Time:02:30 PM TO 05:00 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

	MARKS
Q.1 (a) Write about careers in cruise liners?	03
(b) Draw the physical layout of a cruise?	04
(c) What are the duties and responsibilities of cruise liners?	07
Q.2 (a) What is no- frills airfare and survey warfare?	03
(b) What do you understand by marketing mix?	04
(c) Explain the computer reservation system?	07
OR	
(c) What are the types of passenger fares?	07
Q.3 (a) What is the recruitment process and policy?	03
(b) Write down the topology of cruise products?	04
(c) What is the issue for Aircraft requisition?	07
OR	
Q.3 (a) What do you understand by market segmentation in airline?	03
(b) What are the requirements for the flight crew for safety and security purpose?	04
(c) Explain the origin of cruise Line?	07
Q.4 (a) Name any 5 international cruise line and their routes?	03
(b) Write about the railway labor Act and Airlines?	04
(c) Explain human resources in 21 st century?	07
OR	
Q.4 (a) What is the process of renewal of permit?	03
(b) Write about historic overview of Airline?	04
(c) Describe the importance of aviation for the growth of economics?	07
Q.5. (a) Write down the SOP of cruise liners?	03
(b) What are the attributes required for the crew members?	04
(c) Draw the organization chart of cruise line? Explain	07
OR	
Q.5. (a) What do you mean DGCA?	03
(b) What do you mean by the collective bargaining process	04
(c) What is interline agreement?	07
