

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**BHMCT- SEMESTER-VII EXAMINATION – SUMMER 2025**

**Subject Code:173304**

**Date:16-05-2025**

**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.**

- Q.1** (a) What are the major air carriers of India? **03**  
(b) What do you mean by schedule airline? **04**  
(c) Draw an organizational chart of airline industry. **07**
- Q.2** (a) Write down the name of international players of cruise liners. **03**  
(b) Highlights the typology of cruise products. **04**  
(c) Discuss the present scenario of cruise industry in India. **07**
- OR**
- (c) Discuss the five freedoms of Air. **07**
- Q.3** (a) What do you mean by cruise marketing? **03**  
(b) What are the different attributes required for crew members of international cruise liners? **04**  
(c) Discuss the role of HRM in aviation sector. **07**
- OR**
- Q.3** (a) What is flight safety manual? **03**  
(b) Draw a physical layout of cruise. **04**  
(c) Discuss the role and functions of DGCA. **07**
- Q.4** (a) What is LCC? **03**  
(b) Discuss the functions of IATA. **04**  
(c) What is the scope of river cruise in India? **07**
- OR**
- Q.4** (a) What is Market segmentation? **03**  
(b) Draw layout of the aircraft. **04**  
(c) What are the different marketing techniques used by cruise designer and developers? **07**
- Q.5** (a) Write about the Railway Labor Act and Airlines. **03**  
(b) Draw an organizational chart of cruise liners. **04**  
(c) Write down the different travel tips required for the cruisers? **07**
- OR**
- Q.5** (a) What is no frill airfare? **03**  
(b) What is air carrier accounting? **04**  
(c) Write the uses of CRS in aviation sector. **07**

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