

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT - SEMESTER- VII EXAMINATION – WINTER 2019****Subject Code: 173304****Date: 19/11/2019****Subject Name: Aviation and Cruise Line Operation****Time: 10:30 AM TO 01:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

			MARKS
Q.1	(a)	What is structure of Airline Industry?	03
	(b)	Write about careers in cruise Liners?	04
	(c)	What are Major and National Carrier. Explain?	07
Q.2	(a)	What are attributes required in crew members?	03
	(b)	What are Safety regulation of Flight Operation?	04
	(c)	What are the duties and responsibilities of cruise liners	07
		OR	
	(c)	What is No Frills Airfare and Survey airfare	07
Q.3	(a)	Sketch Physical Layout of Cruise.	03
	(b)	What is recruitment process and policy?	04
	(c)	Define Origin of Cruise Industry?	07
		OR	
Q.3	(a)	What is Flight Safety Manual?	03
	(b)	What is Kay Marketing Techniques?	04
	(c)	Define Development of Marketing Concept?	07
Q.4	(a)	Write about The Railway Labor Act and the Airlines?	03
	(b)	What is Computerized Reservation System?	04
	(c)	Write about Human Resources in 21 st Century?	07
		OR	
Q.4	(a)	What is Historic Overview of Airline?	03
	(b)	What is Typology of Cruise Products?	04
	(c)	What is Interline Agreement ?	07
Q.5.	(a)	Explain The collective bargaining process?	03
	(b)	What is Key Marketing Techniques for cruise designers?	04
	(c)	What is Targtrting the Market for a Cruise?	07
		OR	
Q.5.	(a)	What are SOP of Cruise Liners	03
	(b)	Define Industry Agreements?	04
	(c)	What is Data Collection by DGCA?	07