

**GUJARAT TECHNOLOGICAL UNIVERSITY****BHMCT- SEMESTER-VII EXAMINATION – WINTER 2022****Subject Code:173304****Date:12-01-2023****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.
4. Simple and non-programmable scientific calculators are allowed.

|            |   | Marks     |
|------------|---|-----------|
| <b>Q.1</b> | (a) What do you understand by Flight Operation?                   | <b>03</b> |
|            | (b) Tell us about the structure of the airline industry.          | <b>04</b> |
|            | (c) Enlist the safety regulation of Flight Operations in detail.  | <b>07</b> |
| <b>Q.2</b> | (a) What is the Flight Safety Manual?                             | <b>03</b> |
|            | (b) Comment on 'air carrier accounting'.                          | <b>04</b> |
|            | (c) Explain the Airline market segmentation in detail.            | <b>07</b> |
|            | <b>OR</b>   |           |
|            | (c) Enlist the role of regional air Carrier.                      | <b>07</b> |
| <b>Q.3</b> | (a) Tell us about the identification code for flight operations.  | <b>03</b> |
|            | (b) What do you mean by flight safety Audit of flight operations? | <b>04</b> |
|            | (c) Explain the key marketing techniques for cruise designers.    | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.3</b> | (a) Tell us the significance of HRM in the aviation industry.     | <b>03</b> |
|            | (b) What is the topology of the cruise product?                   | <b>04</b> |
|            | (c) Elucidate the airline pricing and demand in detail.           | <b>07</b> |
| <b>Q.4</b> | (a) What do you understand by 'Cruise along Ganges'?              | <b>03</b> |
|            | (b) Name 4 international cruise liners.                           | <b>04</b> |
|            | (c) Explain the airline designator.                               | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.4</b> | (a) Comment on Types of Passenger Fares                           | <b>03</b> |
|            | (b) Short note on overview of 'Cruise Market'.                    | <b>04</b> |
|            | (c) Describe the duty & responsibility of cruise operators.       | <b>07</b> |
| <b>Q.5</b> | (a) Enlist the SOP for the cruise liners.                         | <b>03</b> |
|            | (b) What do you understand about the cruise market?               | <b>04</b> |
|            | (c) What are the attributes of crew members?                      | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.5</b> | (a) Comment on Career in cruise liners.                           | <b>03</b> |
|            | (b) Explain the new trends in domestic passenger airfare.         | <b>04</b> |
|            | (c) Neatly draw the physical layout of the cruise.                | <b>07</b> |

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