GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT - SEMESTER– VII EXAMINATION – WINTER 2023

Subject Code:173304   **Date:08-12-2023**
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.**

Q.1	**(a)**	What do you understand about Airline Passenger Marketing?	**03**
	(b)	Give a short introduction to flight Operation.	**04**
	(c)	Explain the Airline market segmentation in detail.	**07**
Q.2	**(a)**	Explain the structure of the Airline industry.	**03**
	(b)	What do you understand by air carrier accounting?	**04**
	(c)	What do you understand about airline pricing and demand?	**07**
		OR	
	(c)	What are the key marketing techniques for cruise designers and developers?	**07**
Q.3	**(a)**	Enlist the major and national carriers.	**03**
	(b)	Tell us about the identification code for flight operations.	**04**
	(c)	What is the safety regulation for flight operations?	**07**
		OR	
Q.3	**(a)**	What is the role of HRM in aviation?	**03**
	(b)	Briefly explain the topology of the cruise product.	**04**
	(c)	What do you consider travel tip for cruisers	**07**
Q.4	**(a)**	What are the airline designators?	**03**
	(b)	Name a few international cruise liners.	**04**
	(c)	What is the procedural requirement for airline certification?	**07**
		OR	
Q.4	**(a)**	Tell us the significance of Cruise liners.	**03**
	(b)	What are the attributes of Crew members in the aviation field?	**04**
	(c)	What are the issues with air operators' permits?	**07**
Q.5	**(a)**	Explain the term 'Cruise along Ganges'	**03**
	(b)	Neatly draw the physical layout of a cruise.	**04**
	(c)	What do you understand by No-frill airfare & survey warfare?	**07**
		OR	
Q.5	**(a)**	Short note on overview of 'Cruise Market'.	**03**
	(b)	Enlist the SOP for the cruise liners.	**04**
	(c)	Describe the duty & responsibility of cruise operators.	**07**

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