

GUJARAT TECHNOLOGICAL UNIVERSITY**BHMCT- SEMESTER-VII EXAMINATION – WINTER 2024****Subject Code:173304****Date:27-11-2024****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
Q.1 (a) Briefly explain the structure of the airline industry.	03
(b) Discuss the role of regional air carriers in the airline industry.	04
(c) Describe the requirements and steps for acquiring an Air Operator's Permit in India.	07
Q.2 (a) What are the requirements for an air operator to use Indian airspace?	03
(b) Explain the importance of safety regulation in flight operations.	04
(c) Outline the key aspects of flight safety regulation and the flight crew requirements for maintaining flight safety.	07
OR	
(c) Discuss the procedures for inflight monitoring by operators and the importance of flight operation safety audits.	07
Q.3 (a) What is the marketing mix in airline passenger marketing?	03
(b) Explain market segmentation and its significance in airline marketing.	04
(c) Discuss how marketing strategies have evolved since deregulation in the airline industry.	07
OR	
Q.3 (a) Describe the concept of "no-frills airfare."	03
(b) How has computerized reservation systems impacted airline marketing strategies?	04
(c) Analyze the trend in domestic passenger airfare and the factors affecting airline pricing.	07
Q.4 (a) What are the key elements of flight operations?	03
(b) Explain the importance of industry agreements and interline agreements in flight operations.	04
(c) Discuss the role of the DGCA in data collection and flight operation management.	07
OR	
Q.4 (a) Define airline designators and their importance in flight operations.	03
(b) What are the key components of air carrier accounting?	04
(c) Explain how traffic and financial highlights are used to measure airline performance.	07
Q.5 (a) What is the Railway Labor Act, and how does it relate to the airline industry?	03
(b) Discuss labor-management relations in the airline industry since deregulation.	04
(c) Describe the role of human resources in aviation and the challenges they face in the 21st century.	07
OR	
Q.5 (a) (a) Explain the collective bargaining process in airline labor relations.	03
(b) (b) Give an overview of labor union activity in the airline industry before deregulation.	04
(c) (c) Discuss how HRM in aviation has evolved in response to changes in the industry.	07
