



# CBCS SCHEME

21AE/AS61

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## Sixth Semester B.E. Degree Examination, June/July 2024 Aviation Management

Time: 3 hrs.

Max. Marks: 100

**Note:** Answer any FIVE full questions, choosing ONE full question from each module.

### Module-1

- 1 a. With the help of block diagram, explain the Hierarchy of Airline Company. (10 Marks)  
b. As a Airline schedule planner, what are all the key objectives you attempt to balance in today's competitive business environment. (10 Marks)

OR

- 2 a. Explain in detail how the profit equations are calculated in an Airline Industry. (10 Marks)  
b. Briefly discuss about the Airline Business in 21<sup>st</sup> Century. (10 Marks)

### Module-2

- 3 a. Briefly discuss the role of Human Resource department in the Aviation Industry. (10 Marks)  
b. Define the term 'Organizational Behaviour' and explain the various advantages implementing it in an organization. (10 Marks)

OR

- 4 a. Define Accounting and explain the functions of Accounting department with respect to Business Management. (10 Marks)  
b. What are fundamental steps to implement successful customer Relationship Management and explain how it is advantages over Traditional Loyalty Building method. (10 Marks)

### Module-3

- 5 a. Explain the characteristics to analyse the marketing effectiveness. (10 Marks)  
b. Take a scenario where you asked to implement TQM in a Manufacturing Industry. Explain how do you do it. (10 Marks)

OR

- 6 a. Explain the objectives of Supply Chain Management. (10 Marks)  
b. What is Scheduled Maintenance? Explain the various checks in Scheduled Maintenance. (10 Marks)

### Module-4

- 7 a. Explain the importance of Business Correspondence. (10 Marks)  
b. Take a Scenario and explain the process of Business Research. (10 Marks)

OR

- 8 a. Explain various factors to be considered before entering into an International – Business transaction. (10 Marks)  
b. Explain any five types of Business Application Software with suitable examples. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

**Module-5**

- 9 a. Explain the freedoms of Air formulated in Chicago Convention. (10 Marks)  
b. As an Aeronautical Engineering student, if you are asked to develop and operate a surveillance drone, explain in detail what are all the safety measures you take in both case. (10 Marks)

**OR**

- 10 a. Write a case study on Aircraft Accident Analysis. (10 Marks)  
b. Explain any five functions of Entrepreneurs in relation to Economic development. (10 Marks)

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