



CBCS SCHEME

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21AS/AE61

Sixth Semester B.E./B.Tech. Degree Examination, Dec.2024/Jan.2025 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. Elaborate the key components of effective Airport Management. (10 Marks)
- b. Describe the roles and responsibilities of an Airline Operations Manager. (08 Marks)
- c. What is Aviation Management? (02 Marks)

OR

- 2 a. Explain Data Analysis in the Business decisions for Airline Industry. (10 Marks)
- b. Discuss the impact of Economic Analysis on Business Decision Aviation Industry. (05 Marks)
- c. Describe adoption of technology impacted the Airline Industry in 21st Century. (05 Marks)

Module-2

- 3 a. Elaborate the role of Human Resource Management (HRM) in addressing the challenges and enhancing the performance of the Aviation Industry. (10 Marks)
- b. Describe Organizational Behaviour and why is it important for Managers to understand it. (05 Marks)
- c. Discuss the impact of fuel price fluctuations on the economic performance of Airlines and how Airlines can mitigate this risk. (05 Marks)

OR

- 4 a. Identify the key aspects of Management accounting. (05 Marks)
- b. What is the significance of Aircraft accounting? (05 Marks)
- c. List and explain the basic measures of Airline Economics. (05 Marks)
- d. How Airlines apply Customer Relationship Management practices in Aviation Industry? (05 Marks)

Module-3

- 5 a. What is Airline Marketing Management? Explain Overview of key components of Airline Marketing Management. (10 Marks)
- b. Define Total Quality Management [TQM] and mention the characteristics of TQM. (05 Marks)
- c. Mention benefits advantages and disadvantages of TQM. (05 Marks)

OR

- 6 a. Discuss the importance of Strategic Management in Aviation. (05 Marks)
- b. What is Supply Chain Management? Explain strategic approaches to Supply Chain Management in Aviation. (10 Marks)
- c. Define Aircraft Maintenance and types of maintenance in Aviation Maintenance. (05 Marks)

Module-4

- 7 a. Identify various business application software for Aviation Management and examples of Business application software. (10 Marks)
b. Discuss the need of effective Communication skills and Business correspondence. (10 Marks)

OR

- 8 a. What is Business Research? Why to study Business Research methods. (06 Marks)
b. Discuss the impact of cultural differences on International Business Operations. (06 Marks)
c. Describe the key components of the integrated Aviation value chain and explain the enhance of overall operational efficiency and customer satisfaction. (08 Marks)

Module-5

- 9 a. Illustrate the overview of different Aviation Laws. (10 Marks)
b. Write a note on Aviation Safety Management and Accident Investigations. (10 Marks)

OR

- 10 a. Explain Emerging trends in Management to change in the global business. (10 Marks)
b. Briefly discuss the Airline advertising and sales promotion. (10 Marks)

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