



Fifth Semester B.E./B.Tech. Degree Examination, June/July 2025 Aviation Management

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

Module – 1			M	L	C
Q.1	a.	Explain briefly about the Deming philosophy.	18	L2	CO1
	b.	Discuss the role of TQM leaders.	2	L1	CO1
OR					
Q.2	a.	List out the seven basic steps to strategic quality planning.	10	L1	CO1
	b.	Describe the characteristics of a quality leader.	10	L1	CO1
Module – 2					
Q.3	a.	Describe the types of problems encountered in continuous process improvement.	10	L2	CO1
	b.	Discuss briefly about the four primary improvement strategies.	10	L2	CO1
OR					
Q.4		Briefly explain the following with relevant sketch : i) Juran Trilogy ii) Problem Solving method.	20	L2	CO1
Module – 3					
Q.5	a.	Define the following : i) Team ii) Performance iii) Reward iv) Motivation v) Recognition vi) Empowering.	12	L2	CO2
	b.	List and explain the most important factors that influence consumer purchases.	8	L2	CO2
OR					
Q.6	a.	Describe the stages of team development.	10	L2	CO2
	b.	How does employee satisfaction relate to customer satisfaction.	10	L2	CO2
Module – 4					
Q.7	a.	Explain how the growth of Airline business in 21 st century is done.	10	L1	CO3
	b.	What are the rules of airline and airport management on an international level. Discuss the merits and demerits of it.	10	L2	CO3
OR					
Q.8	a.	Prepare a strategy for an airport to attract new airlines.	12	L2	CO3
	b.	Discuss the challenges of airport capacity expansion.	8	L2	CO3
Module – 5					
Q.9	a.	Discuss the steps about approaches in airline advertising and sales promotion in aviation industry.	10	L2	CO4
	b.	Elucidate the important of International Business Management for Aviation Services.	10	L2	CO4
OR					
Q.10	a.	Describe the role of ERP system in aviation management.	10	L2	CO4
	b.	Elaborate the management of the integrated Aviation value chain.	10	L2	CO4