

00198

**MASTER OF BUSINESS ADMINISTRATION
(AVIATION BUSINESS MANAGEMENT)
(MBAAVBM)**

**Term-End Examination
December, 2012**

**MAV-004 : AIRPORT SUPPORT SERVICES AND
FACILITIES**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Explain Commercial Airport philosophy and briefly discuss the various revenue generation modes in an airport. 20

2. (a) Explain the application of porters five forces to the airline industry. 10
(b) Explain the role of Brand Management, advertisement and Promotion in Aviation Industry. 10

3. Explain Airline Alliances and Code Sharing with examples. 20

4. Write short notes on the following :
- (a) Airport stakeholders and their role in the development of an airport. **10**
 - (b) Explain PESTE and SWOT Analysis. **10**
5. Explain Route analysis and Route viability study by Airlines for a route cochin- United States of America (JFK). **20**
6. Explain the following : **5x4=20**
- (a) Pricing in Airports
 - (b) Single till
 - (c) Dual till
 - (d) Hybrid till
7. Explain Service Quality Management. **20**
8. Make a comparative study on the growth/ decline of the following Airlines in India. **20**
- (a) Jet Airways
 - (b) Paramount
 - (c) Indigo
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