

00218

**ADVANCED DIPLOMA IN AIRPORT
OPERATION MANAGEMENT (ADAOM)**

Term-End Examination

June, 2011

MAV-011 : BASIC MANAGEMENT PRINCIPLES

Time : 3 hours

Maximum Marks : 100

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

1. What are Liberalization, Privatization and Globalization ? What has been the impact of each of the above on the Business and Industry in India ? 20

2. Draw the organization structure of a typical Airport Operations Management Company showing the different departments present. Whom does the H.R Head, the Finance Head, and Airport Duty manager report to ? Why ? 20

3. (a) What is costing ? What are its uses ? 10
(b) What is depreciation ? Explain. 10

4. (a) Differentiate between sequencing and scheduling. 5
- (b) What are the factors to consider when locating an International Airport ? List and Explain. 15
5. (a) What do you understand by channels of distribution ? Explain with an example. 10
- (b) Explain the P's of marketing. 10
6. (a) What are the different steps in Recruitment ? Explain. 10
- (b) What are the purposes of Training ? Explain. 10
7. (a) With the help of a diagram explain HR Information System. 10
- (b) What is absenteeism ? What are its causes ? How could it be reduced ? 10
8. Write short notes on *any two* of the following :
- (a) Johari Window 10x2=20
- (b) Transaction Analysis
- (c) Office Automation
- (d) Industrial dispute redresal mechanisms
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