

XXXXXXXXXX

68624

VI Semester B.B.A. (AM) Examination, Sept./Oct. 2022  
(CBCS)

AIRCRAFT MAINTENANCE MANAGEMENT

Time : 3 Hours

Max. Marks : 70

*Instruction : Answer should be written in English.*

SECTION – A

Answer any 5 sub-questions of the following. Each sub-question carries 2 marks.

(5×2=10)

1. a) Who conducts aircraft maintenance ?
- b) Give an example of scheduled maintenance.
- c) What is forecasting ?
- d) Name 3 categories of task developed by MSG-3.
- e) What are task cards ?
- f) Which year MSG1 was introduced and for which model of aircraft ?
- g) What are the sub-divisions under technical service ?

SECTION – B

Answer any 3 questions. Each question carries six marks.

(3×6=18)

2. Difference between maintenance planner and long range planner.
3. What are the functions of technical publications ?
4. Function of quality assurance department.
5. Explain about accident and injury reporting.
6. Explain about hard time maintenance.

P.T.O.



## SECTION – C

Answer **any three** questions. **Each** question carries **fourteen** marks. **(14×3=42)**

7. Explain task oriented maintenance process. Explain what is general visual inspection and detailed visual inspection.
  8. Name any fourteen manufacturer documentation for maintenance.
  9. Explain about line maintenance operation and the maintenance skill required for such maintenance.
  10. Explain the 5 divisions of organization Chart and explain about maintenance control centre.
  11. Function of technical publications.
-



68621

**VI Semester B.B.A. (Aviation Management)  
Examination, September/October 2022  
(CBCS) (F + R) (2018 Onwards)  
AIRPORT STRATEGIC PLANNING**

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English** only.

**SECTION – A**

1. Answer **any five** of the following sub-questions. **Each** question carries **2** marks. (5×2=10)
- a) Define airfield.
  - b) Define customs airport.
  - c) Define gate capacity.
  - d) What is runway designation marking ?
  - e) What is rapid exit taxiway ?
  - f) Name any four airport navigational aids.
  - g) What is runway transverse gradient ?

**SECTION – B**

Answer **any 3** questions. **Each** question carries **6** marks. (3×6=18)

- 2. Explain the components of airport.
- 3. Explain aircraft noise and various sources of aircraft noise.
- 4. Explain terminal planning and various criteria to be considered while planning and designing a terminal.
- 5. What is runway sight distances and according to ICAO what is the minimum unobstructed sight distances required for the Airport code letter A, B, C, D, E and F ?
- 6. With a neat diagram explain various taxiway markings.

P.T

## SECTION – C

Answer any 3 questions. Each question carries 14 marks.

(3×14=42)

7. With a neat diagram explain the various runway markings.
  8. Explain the various processes involved in airport planning.
  9. Explain runway capacity and various factors affecting it.
  10. List out the various lighting system provided at airport and explain any one lighting system in detail.
  11. Richard has booked a flight from London to Delhi, explain departure and arrival procedures involved in the travel.
-



68623

**VI Semester B.B.A. (Aviation Management)  
Examination, September/October 2022  
(CBCS Scheme)  
Paper – 6.3 : SERVICES MARKETING**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answers should be written in **English** only.

**SECTION – A**

1. Answer **any five** sub-questions. **Each** carries **2** marks. **(5×2=10)**
- What do you mean by Services ?
  - Give the meaning of promotion.
  - Define pricing.
  - Give the meaning of financial services.
  - What are Alternate Medical System ?
  - Give the meaning of Market Segmentation.
  - What is a Service Gap ?

**SECTION – B**

Answer **any three** of the following questions. **Each** question carries **6** marks. **(3×6=18)**

- Explain the features of Insurance.
- Differentiate between Marketing Plan and Marketing Segmentation.
- Discuss briefly the significance of Tourism.
- Explain the benefit of Mutual Funds.
- Write a note on power and telecommunication.

P.T.O.



## SECTION – C

Answer **any three** of the following questions. **Each** question carries **14** marks. **(3×14=42)**

7. Explain in detail the P's of Services Marketing.
8. Write a note on Passenger and Goods Transport.
9. Explain the various types of Life Insurance Policies.
10. Note on the role played by :
  - a) Mid wives
  - b) Medical Transcription
  - c) Pharmacy in promoting Health Care.
11. Give the meaning of Mutual Funds and types of Mutual Funds in detail.



68625

VI Semester B.B.A. (AM) Degree Examination, September/October 2022  
(CBCS)

AVIATION MANAGEMENT

Paper – 6.5 : Customer Relationship Management

Time : 3 Hours

Max. Marks : 70

**Instruction** : Answers should be written in **English** only.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **2** marks. **(5×2=10)**
- a) Define relationship marketing.
  - b) What is customer life cycle ?
  - c) Give the meaning of E-Mail marketing.
  - d) What is contact management ?
  - e) What do you understand by vendor selection ?
  - f) What do you mean by value chain ?
  - g) What is marketing technology ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **6** marks. **(3×6=18)**

- 2. Explain the characteristics of sales force automation.
- 3. Write any four differences between CRM and E-CRM.
- 4. Briefly explain the stages in customer life cycle.
- 5. Explain the components of data warehouse.
- 6. Discuss the importance of customer divisibility in CRM.

P.T



## SECTION – C

Answer **any three** of the following questions. Each question carries **14** marks. **(3×14=42)**

7. Explain in detail about the evolution of CRM.
  8. Distinguish between data warehouse and data mining.
  9. Briefly explain the concept of value chain in CRM.
  10. Define enterprise marketing management. Explain its components.
  11. Explain the best practices in marketing technology in Indian scenario.
-



**VI Semester B.B.A. (Aviation Management) Examination, Sept./Oct. 2022  
(CBCS Scheme)  
AIRLINE AND AIRPORT MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 70

*Instruction : Answer should be **completely** in English.*

**SECTION – A**

1. Answer **any five** of the following sub-questions. **Each** sub-question carries 2 marks : **(5×2=10)**
- a) Define marketing.
  - b) Define airport marketing.
  - c) Define cost leadership.
  - d) What are the different services offered in commercial airports ?
  - e) Describe airport market plan.
  - f) Define focus strategy.
  - g) What is the full form of PESTEL analysis ?

**SECTION – B**

- Answer **any three** of the following questions. **Each** question carries 6 marks : **(3×6=18)**
2. Explain market segmentation of airline.
  3. Explain cost leadership of airline business.
  4. Explain building blocks in the airline pricing policy.
  5. Explain the evolution of traditional airports.

**SECTION – C**

- Answer **any three** of the following questions. **Each** question carries 14 marks : **(3×14=42)**
6. Explain Michel Porter's five factors and their application in airlines.
  7. Explain PESTEL analysis.
  8. Explain the concept of differential pricing in brief. What are the conditions associated with discount fares ?
  9. Explain the role and scope of activity of the airport enterprise.
  10. Explain the commercial airport philosophy along with examples.
-