

Code No: 07A72110

R07

Set No. 2

IV B.Tech I Semester Examinations, NOVEMBER 2010
AIR LINE MANAGEMENT
Aeronautical Engineering

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Discuss the importance of the fleet planning process for both short-term and long-term management decision making in an airline. [16]
2. What do you understand by break-even load factor? How is it employed in airline business? [16]
3. What are the three elements into which revenue management process can be broken down? Discuss the concept of overbooking practiced by airlines. [16]
4. What are priority reserved air freight and speed package services? Describe the advantages of containerization. Explain in detail special air freight services provided by air carriers. [16]
5. What is the primary role of the Engineering and Maintenance administration? Discuss the various classes into which major air carriers divide their maintenance service. [16]
6. Explain direct (variable) expenses and fixed-overhead expenses with examples. What is the difference between ASM (Available Seat-Miles) and RPM (Revenue Passenger Miles). [16]
7. Describe some of the changes that have taken place in regional carriers segment of the airline industry since deregulation. What is *code sharing*? [16]
8. What is a scheduling plot? Why is personnel planning difficult and costly when there is extreme peaking of flights in a particular station? Why is it so expensive for a major carrier to service a small airport with only two or three flights per day? Discuss in detail. [16]

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Set No. 4

IV B.Tech I Semester Examinations, NOVEMBER 2010
AIR LINE MANAGEMENT
Aeronautical Engineering

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Describe the steps involved in analyzing the fare decrease and fare increase. [16]
2. Explain airline planning process and discuss the pricing decisions in airline planning. [16]
3. Discuss how revenue-managing is done in a flight-leg. [16]
4. Distinguish between routine scheduled maintenance and non-routine maintenance. What is the difference between Checks A through D? Discuss some of the maintenance problems associated with aging aircraft. [16]
5. What is meant by *constrained* and *unconstrained operating plans*? What are the basic purposes of data derived from fleet-planning models? Give some examples about external and internal system constraints. [16]
6. Discuss various operational factors in an airline schedule planning with which flight operation is involved. [16]
7. Explain how the characteristics of traffic and competition affect air freight rates. [16]
8. Discuss the problems faced by the Airline Industry in the three decades preceding deregulation. How did the deregulation movement get started? [16]

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Set No. 1

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AIR LINE MANAGEMENT
Aeronautical Engineering

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Define airlines revenue management and discuss its objectives. [16]
2. Write short notes on the following freight rates:
 - (a) General commodity rates.
 - (b) Specific commodity rates. [16]
3. How does decision making differs at various levels of management? Why was management decision making easier before deregulation? Explain in detail. [16]
4. Why has there been a tendency toward mergers in oligopolistic industries over the years? Explain the reasons for the merger of some air carriers. [16]
5. What are the five areas that constitute aircraft evaluation process? Explain them briefly. [16]
6. Name several of the inspection and overhaul periods for a jet as it is routed throughout a system. Why are there different levels of maintenance capability required throughout an airline system? [16]
7. What is route planning? Discuss the economic and practical considerations involved in route planning. [16]
8. With illustrations, explain how fare-war leads to closure of certain airlines. [16]

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Set No. 3

IV B.Tech I Semester Examinations, NOVEMBER 2010
AIR LINE MANAGEMENT
Aeronautical Engineering

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. How do airlines make pricing decisions? Discuss the business model adopted by low cost carriers. [16]
2. Distinguish between general commodity rates and specific commodity rates. What are exception rates? [16]
3. Explain with an example how schedule scalability is highly sensitive to minor differences in departure time, changes due to equipment, routing and direction. [16]
4. Describe a typical regional carrier in terms of its role in the air transportation system, type of aircraft flown, and route structure. [16]
5. When is routing flights and passengers through a hub more profitable? Discuss the importance of hub on route planning. [16]
6. What are the critical components of a Revenue Management System (RMS)? [16]
7. Why is planning such an important management function within an airline? Define *management by objectives*. [16]
8. Do you advise fare-war between airlines for fixing air fares or a consortium approach where all airlines jointly fix a fare? Why? Discuss in detail. [16]
