CBCS SCHEME

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BAE/BAS501

ACHARYA INSTITUTE OF TECHNOLOGY BANGALORE MCA Library Date

Fifth Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026
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.	Describe the seven habits of highly effective people.	10	L2	CO1
	b.	List out the characteristics of quality leader.	10	L2	CO1
		OR			
Q.2		Briefly explain the concept of Deming Philosophy.	20	L2	CO1
		Module – 2			
Q.3	a.	Describe the types of problem encountered in continuous process improvement.	10	L2	CO1
	b.	Describe how bench marking can be used to improve both efficiency and effectiveness. List the advantages of using benchmarking.	10	L2	CO1
		OR			
Q.4	a.	Explain the concept of problem solving method with PDSA cycle.	12	L2	CO1
	b.	Discuss the four primary improvement strategies.	8	L1	CO1
		Module – 3			
Q.5	a.	List and explain the different types of teams.	12	L1	CO2
	b.	Discuss the benefits of employee involvement.	8	L1	CO2
		OR			
Q.6	a.	Explain the six most important factors that influence consumer purchase.	10	L2	CO2
	b.	How do employee satisfaction relate to customer satisfaction?	10	L1	CO2
		Module – 4			
Q.7	a.	Explain how the growth of Airlines business in 21st century does.	10	L2	CO3
	b.	Analyze the strategies for airport sustainability initiatives.	10	L2	CO3
		OR			
Q.8	a.	What are the essential elements in airport manager and public relations? Also discuss the ownership structures of airport.	12	L2	CO3
	b.	Describe the importance of airport capacity planning.	8	L2	CO3
		Module – 5			
Q.9	a.	Describe the emerging trends in management with one case study analysis.	12	L2	CO5
	b.	Discuss the benefits and challenges of implementing an ERP system in aviation management.	8	L2	CO5
		OR			
Q.10	a.	Elaborate the management of the integrated aviation value chain.	8	L2	CO5
	b.	Discuss the step about the approaches followed in airline advertising and sales promotion in aviation industry.	12	L2	CO5

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