

Exam.Code:0788

Sub. Code: 5861

2071

Bachelor of Hotel Management and Catering Technology
Sixth Semester

BHM-364: Aviation and Cruise Line Operation Management

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer the following:-

- a) What is a flight safety model?
- b) Define regional carriers.
- c) Write about careers in cruise liners.
- d) What is a computerized reservation system?
- e) Define Industry agreements.
- f) What are the attributes required in crew members?
- g) Write about the Railway Labour Act and the airline.
- h) What is recruitment process and policy?
- i) Give the key marketing techniques for cruise designers.
- j) Explain the collective bargaining process.

(10x3)

UNIT - I

- II. Explain in detail the classification of flights with 2 examples each. (10)
- III. What is DGCA? Write in brief about its departments? What is meant by data collected by DGCA? (10)

UNIT - II

- IV. Write a short note on product mix in aviation industry. Explain the product life cycle with examples. (10)
- V. What are the various marketing strategies used in airline industry? Discuss about the distribution systems of air transport market. (10)

P.T.O.

(2)

UNIT - III

- VI. What are the duties and responsibilities of cruise liners? Also discuss typology of cruise products. (10)
- VII. Explain step by step recruitment process in cruise line operations. (10)

UNIT - IV

- VIII. Write in detail about the key marketing techniques for cruise designers and developers. (10)
- IX. How is pricing done for cruise products? Explain in detail. (10)

x-x-x