

Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAAT	Numerical Code: 0062
Subject Code	: BBAAT-301	Numerical Code: 0398
Subject	: Tourism Products & Services -II	Total Marks : 70
Date	: 31/01/2015	Time : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. Write in detail about the classification of Travel Market
2. Which are the travel related services and give the detail of that?
3. Give the method of Pricing in detail.
4. What is Tourism demand and explain types of tourism demand?
5. Discuss the various factors influencing consumer behavior in tourism industry

Section B (20)

Answer the following (any four)

1. What are the contents of a feasibility report?
2. Describe the customer categories.
3. What is the general message creation factor?
4. Make a chart of travel product and service, provider and user.
5. Give the categorization of factors that determine tourism demand.
6. Give the market environment analysis in detail.

Section C

(A) Choose correct answer. (10)

- 1 Cost Plus Pricing = Cost + _____.
a. Profit b. Loss c. capital d. Interest
- 2 Net Rate + Distribution Costs.
a. Actual Price b. Retail Price c. Wholesale Price d. Discount Price
- 3 The growing environmental movement compelled a novel tourism wave called
a. Mass Tourism b. Health Tourism c. Eco-Tourism d. Agriculture Tourism
- 4 The _____ is developed to determine the level of demand for the proposed venture.
a. Successful Plan b. Financial plan C. Production Plan d. Marketing Plan
- 5 The _____ that determines the financial feasibility of the project.
a. Successful Plan b. Financial Plan c. Production Plan d. Marketing Plan
- 6 ICT Stands For
a. Information and Communication Technologies b. Informative Culture Tourism
c. Inter Connective Technologies d. Inter Communication Transfer
- 7 TIS stands for
a. Tourism In Switzerland b. Tourism in System
c. Tourism information System d. Travel information System

- 8 WTO Stands For
a. World Trade Organization b. World Travel Organization
c. World Transport Organization d. World Tourism Organization
- 9 The term "crisis" is originates from the Greek word "krisis", which means judgment, choice or decision.
a. Krisis b. Krissis c. Krisiss d. Kriseiss
- 10 DMS Stands For
a. Direct Management System b. Destination Management System
c. Director Management System d. Danger Management System

(B) Explain Glossary Terms.

(10)

1. Advertising
 2. Brochure
 3. Adventure Tourism
 4. Ecotourism
 5. Motel
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Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-201

Course : BBAAT

Numerical Code: 0062

Subject Code : BBAAT-302

Numerical Code: 0399

Subject : Travel Agency & Tour Operation

Total Marks : 70

Date : 01/02/2015

Time : 11.00 to 02.00

Section A

(30)

Answer the following (any three)

1. Discuss the difference between retail and wholesale travel agent.
2. Explain the categorisation of Coach Travel and explain coach Tour.
3. Define Passport and structure of the Indian passport.
4. Explain steps involved in organising group tours.
5. Discuss in details the working of reservation unit and write the step by step method of reservation.

Section B

(20)

Answer the following (any four)

1. Explain the functions of travel agencies.
2. Why transportation is important for the growth of tourism?
3. What are the conditions for issuing visas?
4. What is the role of tour operator? What are the different types of Tour operators?
5. List main sources of the income of tour operator.
6. List units of international passage booking Documentation unit , Reservation unit , Visa unit and sales unit

Section C

(A) Multiple Choice questions.

(10)

- 1 Thomas Cook was began in
a) 1874 b) 1841 c) 1852
- 2 GIT full form is
a) Group inclusive Tours b) Grand inclusive Tour
- 3 IOSA stands for
a) IATA'S Objective Safety Audit b) IATA'S Operational Safety Audit
- 4 Cruise Line Name of South Pacific is
a) American Cruise Line b) Royal Cruise Line
- 5 FIT stands for
a) Frequent individual Travellers b) Free individual Travellers
- 6 Cruise Line Name of US Atlantic Coast
a) American Cruise lines b) Royal Viking Lines
- 7 A Deck Plan
a) is a layout of a cruise b) is a layout of a airport.
- 8 American Express Company also known as _____
- 9 TIM means
a) Tourism investment Measurement b) Tourism income Multiplier

- 10 age allowance for economy class is
a)20 kg b)25kg c)30kg

(B) Express the following.

(10)

1. Outbound Tour _____.
2. Sustainable Tourism defined as _____.
3. Tour Consultant _____.
4. American Express Company _____.
5. World Heritage Site _____.

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Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course : BBAAT

Numerical Code: 0062

Subject Code : BBAAT-303

Numerical Code: 0400

Subject : Human Resource Management

Total Marks : 70

Date : 02/02/2015

Time : 11.00 to 02.00

Section A

(30)

Answer the following (any three)

1. Describe in detail the process of human resource management.
2. Discuss the factors affecting-job design.
3. Describe various benefits of Human resource information system. Also explain the barriers in its implementation.
4. Discuss the methods of forecasting manpower requirements in organizations
5. Describe the various wage incentives schemes.

Section B

(20)

Answer the following (any four)

1. Write a note on Lewin's description of the process of change.
2. Discuss with examples the importance and need for proper staffing.
3. Write a note on 'HR audit process.
4. What are the different costs associated with recruitment? Describe each in detail.
5. What are the fundamental principles of record keeping?
6. What are the requisites for the success of an incentive plan?

Section C

(A) Choose correct answer.

(10)

- 1 A training technique in which trainees are first shown good management techniques in a film, are then asked to play roles in a simulated situation and are then given feedback and praise by their superior.
a) Behavior modeling b) Simulation c) Appraisal d) Management by objectives
- 2 The time taken from the beginning to the end of recruitment process.
a) Selection b) Recruitment cycle time c) Staffing d) Lead time
- 3 The process of identifying and measuring data about human resources and communicating this information to interested parties is known as
a. HR audit b. Skill inventory c. Human Resource Accounting d. HRM
- 4 Which is not a type of motivation
a. Achievement Motivation b. Affiliation Motivation
c. Competence Motivation d. Aptitude motivation
- 5 Which of the following is not the effect of low morale:
a. High rate of absenteeism b. Tardiness
c. High labour turnover d. High productivity

(B) True/False

(10)

1. _____ is the process through which an organization develops the internal capacity to most efficiently and effectively provide its mission work and to sustain itself over the long term.
 2. _____ involves a set of activities aimed at attracting and selecting individuals for positions in a way that will facilitate the achievement of organizational goals.
 3. The labour turnover refers to the mobility of labour out of the organization due to various factors such as dissatisfaction, retirement, death etc. **True/False**
 4. Job specifications or qualifications may include education, experience-level, knowledge and skill sets, as well as any physical limitations. **True/False**
 5. Measured day work (MDW) is a hybrid between individual PBR and a basic wage rate scheme. **True/False**
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Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course : BBAAT

Numerical Code: 0062

Subject Code : BBAAT-305

Numerical Code: 0402

Subject : Airport Business

Total Marks : 70

Date : 04/02/2015

Time : 11.00 to 02.00

Section A

(30)

Answer the following (any three)

1. What were the reasons for a great transformation of airports during decades 1970s and 1980s?
2. Describe briefly Public Ownership of airports through an Airport authority.
3. Discuss various Objectives of airport authority.
4. What are the specific economic characteristics of airports as business unit?
5. What are the non-aeronautical or commercial sources of Airport revenue?

Section B

(20)

Answer the following (any four)

1. Why are the charges to tenants especially important for smaller airport?
2. What do you understand by work load units?
3. Explain the benefits and risks of privatization of airports.
4. Differentiate between Mixed Public & Private Ownership.
5. Explain the significance of Aeronautical charges.
6. Suggest some commercial activities which can enhance the revenues of airport.

Section C

(A) Choose correct answer.

(10)

- 1 ATAG-
a) Air transportation action Group b) Air transportation active Group
- 2 PFC stands for
a) passenger facility charges b) Passport facility Charges
- 3 AITAL-
a) International Association of Latin American Transportation
b))intercontinental Association of Latin American Transportation
- 4 Customs Clearance Agents
a) A ticket agent b) A customs broker or other agent
- 5 WLU=
a) 1 Passenger or 100 Kg of Freight b) 1 baggage
- 6 Third Freedom –
a) The right to fly from one's country to another one b) The right to take carrier
7 (ASM) Available seat ^{mile is}
a) Is the measure of flight carrying weight
b) Is the measure of flight carrying capacity of passengers
- 8 AAPA
a) Association of Asia Pacific Airlines b) Association of Asia pacific airport

- 9 AACA
 a) Arab Air Carrier organization b) Asia Air Carrier Organization
- 10 10 GATS-
 a) General Agreement on tariffs in Services
 b) General Agreement on Trade in Services (under WTO)

(B) True/False

(10)

1. Explain Article 37 _____.
 2. Open Jaw _____.
 3. Kyoto Convention _____.
 4. Article 15 of ICAO CONVENTION L944 _____.
 5. IATA Carrier _____.
- _____

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Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course : BBAAT

Numerical Code: 0062

Subject Code : BBAAT-306

Numerical Code: 0403

Subject : Airline Marketing

Total Marks : 70

Date : 05/02/2015

Time : 11.00 to 02.00

Section A

(30)

Answer the following (any three)

1. What do you mean by Buyer's behaviour, which factors can affect a buyer's behaviour?
2. Explain the term "marketing myopia" in context of airline marketing.
3. Explain the concept of 'Boston box' or IICG Matrix with diagram.
4. How the Branding of a product can be done in a market?
5. What is the Porter's "Five Forces" and their applications in airlines'?

Section B

(20)

Answer the following (any four)

1. Which factors are considered by airlines for Leisure travel?
2. Explain all stages of Product Life Cycle'
3. Explain Marketing Mix, 4Ps study.
4. Explain the principle of cost leadership, Differentiation and Focus strategies.
5. What are the types of Air passenger market segmentation variables?
6. What are the Cost Leader Strategies now-a-days used by airline industries?

Section C

(A) Choose correct answer.

(10)

1. Jugular marketing means
 - a) Defensive marketing strategy against new comers
 - b) Print marketing
 - c) None of above
2. "Value Added" focusing is the addition in
 - a) Value and Utility of Product
 - b) Packaging of Product
 - c) Additional costing
3. Porter's five force model is based on
 - a) Rivalry among existing firms
 - b) New strategy
 - c) None of above
4. Point-of-sale services are
 - a) Those services which are given after sale
 - b) Those which arc given during selling
 - c) Those are provides after and before Sale
5. Specialization is the feature of
 - a) Competitive edge
 - b) Costing Advertising
 - c) Costing
 - d) Advertising
6. Target marketing is
 - a) Defined marketing
 - b) Marketing to a particular segment
 - c) Marketing for selling
7. Price elasticity is a change in
 - a) Demand due to change in price
 - b) Price due to demand
 - d) None
8. Personal selling is mostly done
 - a) Telephones
 - b) Seminars
 - c) Direct selling

- 9 MICRO environmental factors are
a) Factor affecting directly to a company like suppliers, management
b) Factors which are outside the company like government policies
- 10 Marginal Cost
a) Variable cost b) Costs that "vary at the margin" c) Fixed cost

(B) Express the following terms:-

(10)

1. Segmentation means.....
 2. Consumers are the people for airlines.....
 3. Differentiation strategy is that strategy.....
 4. Diversification is a strategy in which.....
 5. The Ansoff's Matrix is related to the.....
-

Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course : BBAAT

Numerical Code: 0062

Subject Code : BBAAT-307

Numerical Code: 0404

Subject : Flight Operation Management

Total Marks : 70

Date : 06/02/2015

Time : 11.00 to 02.00

Section A

(30)

Answer the following (any three)

1. What is Marketing Mix? Which factors affect marketing environment?
2. How has computers made the complexity of airlines scheduling very easy?
3. What are the procedure for Selection of required Aircraft for acquisition?
4. Explain the role of commercial department in an airline industry.
5. How does icing occur? Write down the effects of icing on aerodynamic performance of an aircraft.

Section B

(20)

Answer the following (any four)

1. How regional air carriers are classified? Explain.
2. How deregulation movement start?
3. What are the various requirements set forth under the Carriage by Air Act, 1972?
4. Explain the procedure of getting Certificate of Company from DGCA.
5. What was the carrier's marketing history before World War II?
6. What is the Role of Maintenance Review Board?

Section C

(A) Choose correct answer.

(10)

- 1 FOD
 - a) Flight Object Debris
 - b) Foreign Object Debris
- 2 Oldest National Carrier in India is
 - a) Spice jet
 - b) Indian Airlines
- 3 TAWS stands for
 - a) Terrain Awareness and Warning System
 - b) Transportation Aircraft and Warning system
- 4 ILS means
 - a) Instrument Landing System
 - b) Investigation Landing Standard
- 5 HAMCO stands for
 - a) Hindustan Aero Maintenance Company
 - b) Hyderabad Aircraft Maintenance Company
- 6 Jet Charter is
 - a) An intermediary
 - b) Act of hiring Crew
- 7 TCAS
 - a) Traffic alert and collision avoidance system
 - b) Transportation Collision Avoidance Standard
- 8 TCA
 - a) Terminal Control Area
 - b) Traffic collision area

- 9 VFR Stands for
a) Visual flight Rating b) Visual Flight Rating
- 10 Avionics
a) Electronic Control system b) An Instrument

(B) FILL IN THE BLANKS

(10)

1. SLD Means _____.
 2. Winglet _____.
 3. TDZ _____.
 4. ZULU _____.
 5. Taxi Time _____.
- _____

Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course : BBAAT

Numerical Code: 0062

Subject Code : BBAAT-308

Numerical Code: 0405

Subject : Aviation Hazards

Total Marks : 70

Date : 07/02/2015

Time : 11.00 to 02.00

Section A

(30)

Answer the following (any three)

1. What are the precautions to be taken by the pilots of an aircraft on encountering a thunderstorm?
2. Explain Pressurization system with diagram, also explain its necessity.
3. What are the details shown on a weather chart and who uses then?
4. What are the systems to be checked on an aircraft after it encounter with a thunderstorm?
5. What are the things about the pilot condition should be ensured by operator before flight?

Section B

(20)

Answer the following (any four)

1. Draw the diagram showing all the layers of the atmosphere with explanation.
2. How does vertical Wind shear form?
3. What are the dangers posed by volcanic ash to flying aircrafts?
4. What is the typical wind shear? Does it affect the air craft?
5. Write a short note on the Life Cycle of Thunderstorm?
6. What are the steps to be followed by pilots while climbing through clouds?

Section C

(A) Multiple choice questions.

(10)

- 1 What do you mean by FDCN :-
a) area forecast b) air met message c) WINDS and TEMP aloft forecast
- 2 BASH means
a) Bird Aircraft Strike hazard b) Before airport strike hazards
- 3 VFR (Visual Flight Rules) are for.
a) specify the amount of ceiling and visibility b) Fire rules and control
- 4 Stratosphere is the layer which is....
a) above the tropopause b) Below the tropopause
- 5 IMC stands for...
a) Investigation Meteorological Conditions b) Instrument Meteorological Conditions
- 6 Single cell storm is also called.....
a) Popcorn b) Super cell storm
- 7 Squall Line define.....
a) Line of all shears b) A Linear arrangement of storms
- 8 Pressurization is essential over 3000 meters (9800 ft.) for the safety of crew and passengers from getting unconscious. (True/False)

- 9 FAR 61.107 and 61.109 require that an applicant for the Private Pilot Certificate complete a minimum of 30 hour dual cross country. (True /False)
- 10 Aircraft Landing Area (ALA) is defined as a place which is suitable for landing and takeoff of an airplanes. (True/False)

(B) Express the following terms:-

(10)

1. Canopy static means.....
 2. What is PIREPS (Pilot Reports).....
 3. Aerodrome Forecast means.....
 4. IFR training is.....
 5. ITOBIN (Radar Observation of Bird Intensity) is used for.....
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Enrollment Number : _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAAT	Numerical Code: 0062
Subject Code	: BBAAT -309	Numerical Code: 0406
Subject	: Aviation Physiology	Total Marks : 70
Date	: 28/06/2014	Time : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. Action to be taken after acquisition of aircraft.
2. Procedural requirements for grant of permit for air cargo operators.
3. Components of flight safety manual.
4. Explain the interline agreements.
5. Explain the marketing mix.

Section B (20)

Answer the following (any four)

1. Airline certification
2. Setting up of maintenance facilities & systems
3. Training manual
4. Publishing schedules
5. Market segmentation
6. State any 5 airlines with their CRS

Section C

(A) Fill in the blanks. (10)

1. Civil Aeronautics Act was passed in _____.
2. Airline Deregulation Act was passed in _____.
3. Regional air carriers seat less than _____ passengers.
4. Approximately _____ % of regional airline passengers connects to/from major airlines.
5. A foreign pilot is employed by an operator with at least _____ hours of flight experience.
6. The 'Universal 'Air Travel Plan Card' begun in _____.
7. The 'Hub-and-spoke' system establishes number of _____.
8. A carrier needs a minimum of _____ flights to serve 10 city pairs.
9. In 1952, major carriers introduced \$ _____ per ticket fare Increase.
10. In _____ over 30 separate were certified within the airline industry.

(B) Express the following terms:- (10)

1. CEO stands for _____
2. COO stands for _____
3. DOE stands for _____
4. QCM stands for _____
5. CFS stands for _____
6. NOC stands for _____

7. CAB stands for _____

8. FAR stands _____

9. DGCA stands for _____

10. CAA stands for _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBAAT	Numerical Code: 0062
Subject Code	: BBAAT -311	Numerical Code: 0408
Subject	: Introduction Tourism Management	Total Marks : 70
Date	: 10/02/2015	Time : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. Explain ultra violet radiation from the sun
2. Explain gas expansion during climb and descend
3. What are the causes of trapped gas in the body while flight?
4. Make the list of symptoms for ^{jet} lag
5. Explain the precautions to be taken by smoker during flight

Section B (20)

Answer the following (any four)

1. Explain the precautions for travellers.
2. How medication should be carried during travel?
3. Give the importance of aero plane disinfection
4. Give importance of A viophobia.
5. Write the issues that contribute to the fear of flying.
6. What are the various occasions of the flight announcement by captain or cabin crew for passengers?

Section C

(A) Choose correct answer. (10)

1. Approximately how much _____% of air craft accidents are categorized as survivable
a) 70 b) 80 c) 60 d) 90
2. The relevance to impact safety research of _____ knowledge is often underestimated
a) Biomedical b) biotechnical c) biological d) Biostatical
3. Taylor analyzed _____ accidents between 1975 and 1989 due to fire and fuel spillage
a) 370 b) 460 c) 172 d) 262
4. Full form of CCOC
a) Combustion chamber outer casting b) Combustion chamber outer cast
c) Coal ihu*b.t outer Casing Coal Combustion Outer Chamber
5. _____ is the primary response when survival is threatened
a) Fear b) Anxiety c) disorientation d) panic

(B) Define the following. (10)

1. Altitude
 2. Dehydration
 3. Jet lag
 4. A viophobia
 5. Jurisdiction
-