Centre for Aerospace & Defence Laws (CADL)
DIRECTORATE OF DISTANCE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD

M.A. (AVIATION LAW & AIR TRANSPORT MANAGEMENT)

Advanced Diploma in Aviation Law & Air Transport Management

PG Diploma in Aviation Law & Air Transport Management

Academic Year: 2022-2023

Second Semester - End Semester Examination (June, 2023)

Paper II - 1.2.6. Airline Management

Duration of the Examination: 2 ½ hours **Total Marks : 70 marks**

INSTRUCTIONS TO CANDIDATES

a) **Read the instructions carefully and adhere to the same.**
b) **Please mention your DDE ID No., date of the exam, name of the programme & subject on the Answer Sheet and the Additional Answer Sheets, if any.**
c) **The questions to be interpreted as given and no clarification can be sought from the Invigilator.**
d) **Clearly indicate the question numbers while answering them. Answers without question numbers / wrong question numbers will not be evaluated.**
e) **Write the answers clearly and neatly. Answers in illegible handwriting will not be taken into consideration.**
f) **Candidates are prohibited to carry phones or any other electronic devices, books, material etc. in the Examination Hall.**
g) **Copying is strictly prohibited and is considered as a serious academic mis-conduct and the University will take action as it deems fit.**

Section – A

Answer FIVE questions out of SEVEN questions and each question carries 10 marks. (5 x 10 marks = 50 marks)

1. Examine the case of a low-cost carrier that successfully implemented a unique marketing strategy. Discuss the key elements of their strategy and analyze how it contributed to their success.

2. Imagine you are the marketing manager of a newly established airline. Develop a marketing strategy that will differentiate your airline from competitors and attract customers in a highly competitive market.

3. You are a financial analyst tasked with evaluating different aircraft financing options for an airline. Compare and contrast the advantages and disadvantages of purchasing, leasing, and financing aircraft, and recommend the most suitable option for the airline's expansion plans.

4. Imagine you are the CEO of an international airline. Assess the impact of regulatory bodies such as IATA and ICAO on your airline's operations and discuss how your airline can adapt to emerging industry trends to stay competitive.

5. You are a consultant advising an Indian airline on expanding its international operations. Discuss the challenges they may face regarding landing rights, bilateral agreements, and competition, and provide recommendations to overcome these challenges.

6. An airline you work for is considering entering into a code-sharing agreement with a competitor. Analyze the potential competition concerns and legal implications of such an agreement, and propose measures to ensure compliance with competition laws.

7. a. Explain the concept of airline management and its significance in the air transport industry.

   b. Discuss the characteristics of the air transport industry and the unique challenges faced by airline management.

Section – B

Answer FOUR questions out of SIX questions and each question carries 05 marks. (4 x 5 marks = 20 marks

a. Describe the basic structure of the airline industry and its various components.

b. Explain the theory of product analysis and its application in the airline industry.

c. Explain the concept of seat inventory management and its role in revenue optimization.

d. Explain the concept of fatigue risk management systems and its importance in the airline industry.

e. Discuss the emergence and impact of low-cost carriers in the airline industry.

f. Discuss the challenges faced by civil aviation in India and the liberalization in bilateral agreements.