8. Explain about various types of fares.

7. Explain about CMR check.

6. Discuss about Christmas convention and what are the outcomes of it?

5. Discuss about MCO and its general guidelines.

4. What is HIP? What are the exceptions on HIP check?

3. Explain the factors influencing fares.

2. Discuss about Airport check in Realities.

1. Explain the functions of IATA.

Answer any FIVE questions out of the following.

PART A — (6 x 6 = 36 marks)

Maximum: 100 marks

Time: Three hours

AIR PASSES AND AIRLINES MANAGEMENT

Tourism

Fourth Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

M.B.M 4001

Questions:

(a)

(b)

(c)

(d)

(e)

(f)

(g)

(h)
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the functions of Airport authority of India.

10. Discuss about various types of airlines.

11. What is OAG? Explain the channels of OAG.

12. Describe about various types of journey.

13. What is BSP? Explain the benefits of BSP.

14. Explain the Limitations on Indirect Travel.

15. What is airline? Explain the functions of various types of airline personnel.

16. Explain the about one way backhaul fare.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case Study

The Indian traveller has seen airfares going up and down so frequently that doubts have cropped up about ethics in airline pricing. The level of prices and the method of quoting the prices raise a few questions. The air prices started coming down with Deccan Airways offering budgeted fares. Travellers were paying as low as Rs.500 from the no-frills flexi pricing. But soon an upward spiral began and aviation turbine fuel (ATF) cost was cited as the prime reason for enhanced fares.

The structure of airlines market has witnessed some very important changes in 2007-08. Air Sahara was acquired by Jet airways. Kingfisher and Jet airways entered into an alliance cornering 60 per cent of the total market. Kingfisher acquired Air Deccan in 2007, thus reducing the competition in the market. Though the presence of new players, such as Indigo was important yet a cartel like situation was created in the absence of many players. Its impact was clearly seen on prices that turned upwards. Moreover, when the government reduced charges on ATF, these were not passed on buyers.

The buyers felt burdened with the increased fares. The promotion of low airfares that were not really low, added to the woes of buyers and also created doubt about the fairness of pricing. Airfares are advertised as low at Rs.0 or Rs.500. But what the buyer pays is Rs.5,500 for a long distance return fare if the basic fare is 0. The buyer pays many additional charges that are not advertised and are known only at the time of buying the ticket. In the long run, such practices in pricing may deter buyers who might appreciate a more transparent policy.