



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES  
DEHRADUN**

**End Semester Examination – December , 2017**

**Name of the Program : MBA**

**Subject Name: Aviation Enterprise Management**

**Subject Code :**

**This question paper has 2 page(s).**

**Semester – VI**

**Max. Marks : 100**

**Duration : 3 Hrs**

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**Section A**

**Please answer all questions. Each question carries 4 marks (Total 20 Marks)**

Write short notes on the following

1. Cash Flow Statement
2. Self-Efficacy
3. Initial Public Offer
4. Learning Curve
5. Technology Transfer

**Section B**

**Note: Each question carries 5 marks. (Total Marks-20)**

1. Why is tolerance for ambiguity important in the dynamic aviation market today?
2. What are the three basic financial statements critical for an Aviation Enterprise?
3. What is Service Innovation with respect to a regional airport in India?

4. How is Four Points Framework used in emergence of Value?

## Section C

**Note: Each question carries 15 marks. (Total Marks-30)**

1. Elucidate the difference between cost plus and value based approach in revenue management for an airport.
2. Discuss the importance of mindset in developing a new division in a private airline like Indigo.

## Section D – Analytical

**Note: This carries 30 marks**

Innovation is at the heart of development of any economy. Economic resurgence and resilience depends upon the ability to maintain innovative performance. Develop and discuss any Aviation related idea, which you would like to promote.