

Name:
Enrolment No:



UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – July, 2020

Program: MBA AVM
Subject/Course: Air Cargo Management
Course Code: TRAV 7004

Semester : II
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

	Answer any 5 questions	Marks	COs
Q.1	You are working as Manager in a reputed freight forwarding company. What steps you would take to build stronger relation with airlines and achieve higher ROI.	20	CO1
Q.2	A333, Manila Philippines, 2013 - On 7 October 2013 a fire was discovered in the rear hold of an Airbus A330 shortly after it had arrived at its parking stand after an international passenger flight. The fire was eventually extinguished but only after substantial fire damage had been caused to the hold. The subsequent Investigation found that the actions of the flight crew, ground crew and airport fire service following the discovery of the fire had all been unsatisfactory. It also established that the source of the fire had been inadequately packed dangerous goods in passengers checked baggage on the just-completed flight. Elaborate on the types of cargo compartment classes (based on fire protection system).	20	CO2
Q.3	You are Head of Cargo Operations in reputed airlines. What strategies you would adopt to counter declining revenue due to competition from other airlines and re-claim lost market share.	20	CO3
Q.4	The air cargo industry plays a vital role in the overall freight transport, and the same accounted for 35% share in terms of revenue of the entire		

	<p>cargo industry in FY 2018, according to the International Air Transport Association (IATA). The commercial airlines transported approximately 53.9 million metric tons of freight in FY 2017 and more than 52 million metric tons in FY 2018, which highlights the growing demand for air cargo.</p> <p>Analyze the challenges faced by air cargo industry.</p>	20	CO3
Q.5	<p>You are working as Senior Manager in cargo department of Ground Handling company. Your client (airline) is not satisfied due to offloading of perishable cargo and loss of revenue on certain flights. How would you investigate the matter and try to satisfy their operations head.</p>	20	CO4
Q.6	<p>Imagine you are working as Manager – Cargo Operations. Your handling agent is responsible for handling and loading cargo in your flights.</p> <ul style="list-style-type: none"> • On flight AI 265 (DEL-JFK) one pallet of cargo PMC19861AI was planned. • Another pallet PMC18961AI was, planned on flight AI 251 (DEL-FRA). • Due to miscommunication, PMC18961AI was loaded on flight AI 265 and flown to JFK. • Moreover, PMC19861AI was left on the Ramp by cargo staff <p>How would you ensure that such mistake do not happen again and the staff is, adequately briefed and trained, to follow, SOP's?</p>	20	CO4

ANSWERS