

Name:	
Enrolment No:	

UPES

End Semester Examination, December 2023

Course: Allied Aviation Services
Program: BBA-AVO
Course Code: TRAV3014

Semester: V
Time: 03 hrs.
Max. Marks: 100

Instructions:

- *Read each question carefully before answering.*
- *Make sure your answers are concise and to the point.*
- *Support your answers with specific examples or details from the case study where appropriate.*
- *Write your answers legibly.*
- *Section – A, B, D are compulsory i.e., there will be no choice available for these sections.*
- *Attempt any 3 in Section – C*

SECTION A
10Qx2M=20Marks

S. No.	Statement of the Question	Marks	CO
Q1.	Define ground handling in the context of aviation.	2	CO1
Q2.	Name an area in aviation where automation has significantly improved efficiency.	2	CO1
Q3.	What is a common method for managing passenger flow at busy airports?	2	CO1
Q4.	What is the primary purpose of a Slot Coordinator in airport operations?	2	CO1
Q5.	What are the challenges faced in managing a small regional airport compared to a major international airport?	2	CO1
Q6.	How is airspace managed around airports?	2	CO1
Q7.	What are two key factors contributing to the growth of the global aviation industry?	2	CO1
Q8.	Define the airport ramp and list two primary activities that take place in this area.	2	CO1
Q9.	Name the key stakeholders in airport operations.	2	CO1
Q10.	List the primary categories of RAMP events as defined by ICAO.	2	CO1

SECTION B
4Qx5M= 20 Marks

Q11.	Discuss the primary sources of revenue for airports.	5	CO2
Q12.	Briefly describe the role of a Ground Handler in the aviation industry.	5	CO2
Q13.	What are some of the Possible Reasons for GCOL and how to avoid them?	5	CO2
Q14.	Discuss the roles of ground crew members, like the marshaling team, refueling personnel, and maintenance crews, in the process of aircraft takeoff. How do they contribute to the safety and efficiency of the operations?	5	CO2

SECTION-C
3Qx10M=30 Marks

Q15.	Design a system for efficiently managing baggage resources during peak travel seasons at a busy international airport.	10	CO3
Q16.	Propose a technology-based solution to reduce customer waiting times at airport security checkpoints.	10	CO3

Q17.	Describe how air traffic control systems contribute to the safety and efficiency of air travel.	10	CO3
Q18.	How many types of annexures aviation industry is following and Enumerate ICAO Annexures	10	CO3
Q19.	Outline the key factors to consider in the development of airport infrastructure and the potential challenges involved.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
	<p>In the wake of the COVID-19 pandemic, Copenhagen Airports A/S (CPH) found itself navigating unprecedented challenges. The pandemic drastically reduced flight activity to levels unseen since the 1970s, severely impacting the airport's operations. Compounding this issue was a significant, long-term decline in revenues from CPH's shopping mall—a vital component of the airport's non-aeronautical business segment. Given that non-aeronautical sources constituted about 80% of the airport's profits, the diminishing interest in the mall's offerings, such as food, beverages, and tax-free items, posed a critical threat to CPH's existing business model.</p> <p>Faced with these challenges, CPH's senior management embarked on a strategic deliberation. Their focus was twofold: firstly, to enhance existing services, and secondly, to explore potential new services that could revitalize the airport's appeal to both passengers and mall tenants. The team wrestled with whether to introduce new products and services that resonated with modern consumer preferences or to undertake a more radical overhaul of the airport's entire business model.</p> <p>The challenges confronting CPH were multifaceted. Declining mall revenues were a symptom of broader shifts in consumer behavior and demographics. Balancing investments between aeronautical and non-aeronautical segments, while contending with intense competition from online retailers and city-center shops, added layers of complexity to the situation. Regulatory constraints further limited the scope of potential innovations, presenting yet another hurdle for CPH's management.</p> <p>However, in every challenge lies opportunity. CPH recognized this, identifying several avenues for innovation. By leveraging its core strengths, the airport could develop new revenue streams. Enhancing the overall passenger journey and retail experience was another key area of focus. Embracing the digital era, CPH saw potential in transforming into a more data-driven and technologically advanced airport.</p> <p>To realize these opportunities, CPH considered several innovative strategies. Implementing advanced technological solutions, such as automatic checkout systems in the tax-free shop, was one such approach. Another strategy was the introduction of subscription services for airport shops and restaurants, specifically targeting frequent travelers. Additionally, exploring click-and-collect systems that bridged the airport with city-center shops promised to offer a seamless shopping experience, blending the best of both worlds.</p>		
Q20.	Analyze CPH's situation and propose a comprehensive innovation strategy.	15	CO4
Q21.	Evaluate the role of digital transformation in enhancing the passenger journey and retail experience at CPH. How do these digital initiatives align with the airport's operational goals and customer service standards? Assess the potential benefits and challenges of creating a digital and data-driven airport environment, particularly in terms of improving customer satisfaction and operational efficiency.	15	CO4