



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2018)

School: SOM-ICRI

Program: BBA in Aviation Management

Course: Introduction to Aviation Industry

Course Code: COM106

Semester: One

Max Marks: 50

Duration (mins): 120 min

Note: 1. Figures to the right indicates full marks.

- Q.1 Write note on airline competition and Government regulation? (5)
- Q.2 State differences between Low cost carrier and Full service carrier? (5)
- Q.3 State the steps taken by airlines to obtain more passengers? (5)
- Q.4 State the effects of Freedom of Air on the Indian aviation sector? (5)
- Q.5 Write a short note on ICAO and IATA? (5)
- Q.6 What are the economic impacts of aviation? (5)
- Q.7 Explain airside and city side? (5)
- Q.8 Write a short note on Airfreight business? (5)
- Q.9 Case study. Answer both the questions. (10)

December 23, 2014 12:29 IST

'Flying full-service is more than offering free in-flight meals.'

Vistara, the Tata-SIA full-service airline, is set to take to the skies on January 9 next year. In India, the line between full-service carriers and budget airlines is blurred

because there is hardly any differentiator in the products offered by each. Flying full-service is more than offering free in-flight meals. For the Vistara customer, we have designed an end-to-end service experience -- from the time he reaches the airport to post-flight engagement. We have various new offerings, including premium economy seats. We are the first Indian airline to offer this. Our team has made every effort to live up to our brand promise and to bring a world-class full-service carrier to India. For a start, there are a lot of business and high-end travellers who want to be treated differently. They treasure a personalised experience, space and exclusivity. Our premium economy seats offer them more legroom; they will have a different queue for boarding. When they approach our customer care executives, they are treated as a different class. The idea is to transform their travel experience from merely functional to a memorable one. We offer a range of fares across three class configurations. Pricing is dynamic and a function of demand and supply. We are offering value-for-money fares for all our customers and value is perceived by each customer differently. There is no precedence of premium economy offering in the Indian market. With this product, we are aiming to create demand where none existed. There is a lot of interest in the product and I am confident we will fly full when we commence operations on January 9.

Q.1 In India, there are challenges in having a high-cost operating environment. From your point of view how should the company manage this situation/face this challenge?

Q.2 Will this be the optimum one for running operations profitably? State your finding?