BPMG 3093

FINAL EXAM
SECOND SEMESTER SESSION 2011/2012

COURSE CODE / NAME : BPMG 3093 / AIR TRANSPORT MANAGEMENT
DATE : 23 JUNE 2012
TIME : 9:00 A.M. — 11:30 A.M. (2½ HOURS)
VENUE : DSB DPP TRADEWINDS

INSTRUCTION :

1. This book script contains FIVE (5) structured questions in ONE (1) printed page excluding the cover page.
2. Answer ALL the questions in the answer sheet provided.

MATRIC NO : .......................... ..........................
(with word) (with number)

IDENTIFICATION CARD NO : ..........................

LECTURER : ..........................................

GROUP : □ TABLE NO : ..........................

DO NOT OPEN THIS EXAMINATION PAPER UNTIL INSTRUCTED

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1. Airline industry is considered to be an oligopolistic market due to its high barriers of entry. Explain the SIX (6) unique characteristics associated to the airline industry as an oligopolistic market. (20 marks)

2. Forecasting is a method or a technique for estimating future aspects of a business or the operation. Time-series methods make forecasts based solely on historical patterns in the data that uses time as independent variable to produce demand. Discuss the FOUR (4) components that affects time series method. (20 marks)

3. List and briefly describe the FIVE (5) factors that affect commercial air transport sales. (20 marks)

4. Management is the process of achieving an organizaion’s goals through coordinated performance of specific functions. Discuss these FIVE (5) functions. (20 marks)

5. Cost is a major determinant in pricing the airline product. The price per passenger mile flown must be sufficient to cover average cost per passenger mile flown. These cost are affected by FOUR (4) various components. Discuss. (20 marks)

- END OF QUESTIONS -