UNIVERSITI UTARA MALAYSIA

PEPERIKSAAN AKHIR
SEMESTER PERTAMA 2009/2010
FINAL EXAMINATION
FIRST SEMESTER 2009/2010

KOD/NAMA KURSUS : BPMG 3093 / PENGURUSAN PENGANGKUTAN UDARA
COURSE CODE/NAME : BPMG 3093 / AIR TRANSPORT MANAGEMENT
TARIKH : 16 NOV 2009 (ISNIN)
DATE : 16 NOV 2009 (MONDAY)
MASA : 2.30 PETANG – 5.00 PETANG (2.5 JAM)
TIME : 2.30 P.M – 5.00 P.M (2.5 HOURS)
TEMPAT : DTSO
VENUE

ARAHAN :
1. Buku soalan ini mengandungi LIMA (5) soalan struktur di SATU (1) halaman bercetak tidak termasuk kulit hadapan.
2. Sila jawab SEMUA soalan di atas kertas jawapan yang disediakan

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.

NO. MATRIK : ________________________________

MATRIC NO. (dengan perkataan/with word) (dengan angka/ by number)

NO. KAD PENGENALAN : __________________________
IDENTIFICATION CARD NO.

NAMA PENSYARAH : __________________________
LECTURER

KUMPULAN : ☐ NOMBOR MEJA : ______________
GROUP TABLE NO.

JANGAN BUKA KERTAS SOALAN INI SEHINGGA DIBERI ARAHAN
PLEASE DO NOT OPEN THIS QUESTION BOOKLET UNTIL INSTRUCTED
ANSWER ALL QUESTIONS

1. There are several factors that have direct influence on the operations of commercial air transport. Discuss.  
   (20 marks)

2. Business aircraft is a growing business in aviation industry. Discuss the benefits of using business aircraft.  
   (20 marks)

3. The Airline Deregulation Act of 1978 provided U.S. airlines the freedom to experiment with a variety of new, creative pricing and marketing strategies. Explain the marketing strategies resulted due to this deregulation act.  
   (20 marks)

4. Air freight rates vary constantly and change all the time due to numerous aspects. Discuss the factors that affect the pricing of air freight rates.  
   (20 marks)

5. Hub and spoke system allows the airlines to maximize passenger enplanements on each flight by offering connections to both domestic and international destinations. Discuss the advantages and disadvantages of hub and spoke scheduling.  
   (20 marks)

- END OF QUESTIONS -