



2022_2 EXAMINATION
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2023_1 POP EXAMINATION..

Course Title: Introduction to Airline Management

Course Code: TSM 349

Course Unit: 2

Time Allowed: 2:00hrs

Instruction: Answer any three (3) questions only

- 1a.** Identify any three (3) basic elements common to all modes of transportation. **(3.3 marks)**
- b.** Briefly discuss the three (3) elements identified above. **(12 marks)**
- ci.** What do you understand by air transportation? **(4 marks)**
- ii.** Highlight the two (2) components of air transportation. **(4 marks)**
- 2a.** Enumerate four (4) categories of Segmentation in air transport. **(4 marks)**
- b.** Write short notes on any three (3) of the categories of segmentation mentioned in 2a above. **(12.3 marks)**
- c.** As a tour operator, enlighten your customer on the meaning and characteristics of the following terms:
- i.** Freight
- ii.** Length of the service
- iii.** Frequency of Regularity of Service **(7 marks)**
- 3a.** Discuss the terms below in relation to an airline company.
- i.** Productivity,
- ii.** Efficient manager
- iii.** Effective manager **(9.3 marks)**
- b.** Write the full meaning of POMC as it relates to the duties of managers in air travel management practice? **(4 marks)**
- c.** Explicitly discuss POMC in 3b above. **(10 marks)**
- 4a.** Departmentation makes it possible to choose a particular organisational chart for different companies and all situations. State four ways by which it can be achieved. **(8 marks)**
- b.** What do you understand by organizational structure in an airline company? **(3.3 marks)**
- c.** State the six (6) variables which you need to understand and adopt as a prospective manager in a Travel Agency company in order to achieve maximal results. **(12 marks)**