

**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF AGRICULTURAL SCIENCES
SECOND SEMESTER EXAMINATION
JANUARY/FEBRUARY, 2018**

Course Title: INTRODUCTION TO TRANSPORT MANAGEMENT

Course Code: HCM 349

Credit Unit: 2

Total Score: 70 Marks

Time Allowed: 3 Hours

INSTRUCTION:

Answer Compulsory question 1 (25marks) and any Three (3) questions (15marks each).

- 1a. Identify the places where airlines can search for market. **12 marks**
- 1b. What do you understand by the term 'fleet mix'? **6 marks**
- 1c. List and discuss the main methods of Yield Improvement. **7 marks**

2. List and discuss the origin of airline deregulation history from the 1970s to 1980s and the emergence of private airlines and their impact to the aviation industry. **15 marks**

- 3a. What are the major functions of the Federal Airport Authority of Nigeria (FAAN) **5 marks**
- 3b. What are the key internal variables to an airline organization? **7 marks**
- 3c. Reasons why airline structure vary from one airline to another. Discuss **3marks**

4. How would you assess the contribution of the International Air Transport Association (IATA) to the development of Airlines and the people of the world at large? **15 marks**

5. Define marketing mix. **15 marks**

6. The Chicago 1944 Conference and the Bermuda Conference of 1946 established uniform regulations with worldwide applicability. Discuss. **15 marks**

