



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2024 1 EXAMINATION.

Course Title: Introduction to Airline Management
Course Code: **TSM 349**
Time Allowed: **2: 00hrs**

Course Unit: **2**

Instruction: Answer any three (3) Questions (All questions carry equal marks)

- 1a. Explain the elements that affect the economic viability of airline routes (5 marks)
- b. Enumerate the factors that cause routes to be unprofitable. (5 marks)
- c. Define and provide the formula for computing aircraft load factors. (7.3 marks)
- d. Explain how the liability of airline businesses is impacted by factors such as low traffic density and high levels of competition. (6 marks)

- 2a. What factors must airline management examine to increase profitability? (5.3 marks)
- b. Describe the steps that need to be taken to gain a competitive edge through improved management effectiveness. (9 marks)
- c. Identify the steps airline management needs to accomplish a rewarding fleet improvement. (9 marks)

- 3a. Describes the strategies taken to combat noise pollution at and around airports. (5.3 marks)
- b. Explain the term airline yield (4 marks)
- c. Highlight the focus principal areas that bring about improvement in airline yield. (6 marks)
- d. Describe four (4) methods of achieving yield improvement in the airline industry. (8 marks)

- 4a. What impinging variables should management concentrate on in order to make the aviation business profitable? (8 marks)
- b. What is Computer Reservation System? (4.3 marks)
- c. Identify six (6) areas through which Computer Reservation Systems provide information for effective product distribution. (6 marks)
- d. Describe the airline market share gap. (5 marks)