



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2024_2 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. Write on the comprehensive set of requirements for flying and loading aircraft in Nigeria. **(8 marks)**
- b. State the pre-flight actions that the pilot of an aircraft should satisfy before aircraft takes off. **(5 marks)**
- c. Explain how factors affecting demand for Airline Services influence the demand for air transport. **(10.3 marks)**

- 2a. Briefly explain the various care required by passengers that have to be rendered by airlines. **(8 marks)**
- b. Describe the objectives of the International Air Transport Association (IATA) and List the achievement made by the International Air Transport Association (IATA) to the growth of the airline business and the general welfare of humanity. **(10.3 marks)**
- c. Give reasons why demand response to small changes in fares/prices will probably not be greater than a unit change in price in the Airline industry. **(5 marks)**

- 3a. Highlights the importance of speed and comfort to passenger traffic. **(6marks)**
- b. Enumerate the important factors on which the air freight market depends. **(4 marks)**
- c. What performance criteria influence decisions regarding the acquisition of aircraft? **(5.3 marks)**
- d. List the different types of cargo available in air transport market. **(3marks)**
- e. Explain the functions of travel agencies in airline services that bring out derivable satisfaction to passenger and cargo markets. **(5 marks)**

- 4a. Briefly state the role played by International Air Transport Association (IATA) and Nigerian Civil Aviation Authority (NCAN) on travel agencies. **(4 marks)**
- b. What are the contributions of computerized reservation systems (CRS) to airline services? **(8 marks)**
- c. Define marketing **(4.3 marks)**
- d. Explain the term marketing concept. **(7 marks)**