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FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

MANAGEMENT STUDIES

BBA5EJ310(5) AIR CARGO LOGISTICS MANAGEMENT

2024 Admission onwards

Maximum Time: 2 Hours | **Maximum Marks: 70**

Section A

All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	What is an Air Waybill (AWB)?
2	What is Airline Market Segmentation?
3	What is an Airline Consortium?
4	Define the following aviation terms: SLI (Shipper's Letter of Instruction), Payload, and ULD (Unit Load Device).
5	What is an IATA airport code?
6	What is a Terminal Area?
7	What are Airline Routing Instructions (ARIs)?
8	What is the Hub & Spoke network model in aviation?
9	What is POD?
10	What is Cargo Labelling?

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

11	Explain the different bases of airline market segmentation.
12	Discuss the handling requirements for dangerous and hazardous goods.
13	Define the macro and micro environment factors that influence airline marketing decisions.
14	Explain the relationship between security and facilitation.
15	What is "Consignee-Controlled Cargo," and how does it differ from shipper-driven routings?
16	Discuss the importance of proper documentation in air cargo operations.
17	Write a note on the importance of customer satisfaction in airline operations.
18	What are the key objectives of an Aircraft Operator's Security Programme (AOSP)?

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	Define Air Cargo Logistics and explain its importance, characteristics and advantages.
20	Explain the role of key regulatory bodies (ICAO, IATA, DGCA) in governing airline operations, safety standards, and commercial freight protocols.