Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER-7 EXAMINATION – WINTER - 2016

Instructions:	otal Marks: 70
 Attempt any five questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 	
Q.1 (a) Explain Market segmentation(b) Classify aircrafts on various bases.	07 07
Q.2 (a) Explain 7 latest trends or features in marketing airline industry(b) Explain the typology of cruise product	07 07
 Q.3 (a) Explain step by step procedure of Issue of air operator's permit. (b) Explain marketing techniques used for promotion of cruise industry 	07 07
Q.4 (a) Describe the origin & growth of cruise industry(b) Explain the organizational chart of cruise industries	07 07
Q.5 (a) Explain role of HR in aviation industry(b) List & explain the attributes of cruise line crew members	07 07
Q.6 (a) Name 7 international cruise liners along with their routes(b) Explain the stages of product life cycle along with the airline exam	07 nple. 07
Q.7 (a) Explain the structure & members of DGCA.(b) Explain Various types of fares used in aviation sector	07 07
