

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE  
OF BACHELOR OF TOURISM MANAGEMENT**

**BTOM 253: AIRPORT AND CABIN OPERATIONS**

**STREAMS: BTOM**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 06/12/2017**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A. CHOOSE TWO  
QUESTIONS FROM SECTION B**

**SECTION A: ANSWER ALL THE QUESTIONS (30 MARKS)**

1. Briefly describe the components of the air travel system. [3 marks]
2. Using a well labeled diagram describe various sections of an international airport. [5 marks]
3. Briefly explain how passenger handling operations have changed the modern airport operations. [5 marks]
4. Using a well-defined map, illustrate the development of airline routes in Asia and Pacific. [6 marks]
5. Briefly how appointed travel agents determine revenues in the airline business. [5 marks]
6. Explain the main features that airlines consider during the purchase of new aircrafts. [6 marks]

**SECTION B (ANSWER TWO QUESTIONS IN THIS SECTION) 40 MARKS**

7. (a) Discuss processes through which interactions between airlines and travel operators affect airline pricing. [10 marks]
- (b) Describe how the airline privatization has influenced air transport quality since 1990. [10 marks]

## BTOM 253

8. Explain the management implications of airport commercialization in the 21<sup>st</sup> century. [20 marks]
- (a) Using an illustration indicate a typical airplane deck plan while explaining the related on board services. [10 marks]
- (b) Explain how customer relationship management systems have influenced airline performance. [10 marks]
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