



MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR
(ACADEMICS, RESEARCH & EXTENSION)

UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER EXAMINATION

FOR THE DEGREE OF

BACHELOR OF SCIENCE

IN

CIVIL AVIATION MANAGEMENT

COURSE CODE: BCM 324

COURSE TITLE: AIRLINE BUSINESS MANAGEMENT

DATE: 6TH DECEMBER, 2018 **TIME:** 9.00 A.M. – 12.00 NOON

INSTRUCTION TO CANDIDATES

- ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

THIS PAPER CONSISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

BCM 324 : Airline Business Management

Question 1

A lot of airlines in Africa keep aircraft in their fleet for over 20 years making them very expensive to operate in their old age. Discuss five factors that an airline should consider when deciding when to dispose an old aircraft.

(25 Marks)

Question 2

Discuss three factors that an airline should consider when selecting the best equipment for their fleet.

(15 Marks)

Question 3

Describe the process that an airline should follow to develop a new business route.

(15 Marks)

Question Four

Describe how the radio frequency identification technology is used in the management of airline passengers' baggage.

(15 Marks)

Question Five

Explain how the airlines utilizes the frequent flier programs to retain customers.

(15 Marks)

Question Six

Discuss three challenges that the airport management of a particular airport faces if an airline hub is based in their airport.

(15 Marks)