



MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC AFFAIRS, RESEARCH
& EXTENSION

MOI UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR END OF SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE OF EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 827

COURSE TITLE: AIR TRANSPORT MANAGEMENT

DATE: 1ST AUGUST 2022

TIME: 9AM – 12 NOON

INSTRUCTIONS TO CANDIDATES

Answer *Question One* and any other *three* questions

THIS PAPER CONSISTS OF (2) PRINTED PAGES INCLUDING COVER PAGE PLEASE

TURN OVER



1. a) Calculate possible number of origin – destinations in air transport network with 20 arrivals and 20 departures. (2 marks)

b) i) Explain the gains an airline is likely to achieve from connecting banks in a hub and spoke network. (6 marks)

ii) As a manager in charge of flight operations, describe how you would manage the shortfalls emanating from a hub and spoke airline network. (6 marks)

c) The CS, Ministry of Transport is seeking your expertise on forecasting air traffic volumes in Africa for the national flag carrier network planning, describe any two approaches you can adopt to predict air traffic volumes. (6 marks)

d) Is airline route planning strategic or tactical? Discuss. (5 marks)
2. You have been tasked to lead a team in developing an airspace master plan in support of vision 2030, discuss comprehensively on how you intend to realise optimal utilisation of Kenyan airspace. (20 marks)
3. a) Citing examples, discuss various freedoms of air and their application in airline management. (14 marks)

b) As a CEO of a national carrier, describe how you can leverage on the three levels of airline regulation to promote sustainable profitable operations. (6 marks)
4. a) From a historical perspective, describe the chronological evolution of modern aviation industry, elucidate clearly the governing role played by ICAO, citing at least 5 various annexes. (10 marks)

b) Describe ICAO's five strategic objectives that facilitate an orderly global air transport. (10 marks)
5. a) Kenya Airport Authority in conjunction with Nakuru county has requested you to lead a team in developing an airport master plan, briefly explain the elements you would consider to deliver a viable strategic plan. (10 marks)

b) Explain different aeronautical and non – aeronautical revenue sources you would project in the airport revenue streams management. (10 marks)
6. a) Discuss current economic challenges affecting air transport. (10 marks)

b) As a manager, what are the emerging trends and how are they going to impact aviation industry in future? (10 marks)