



MUEO

MOI UNIVERSITY

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

MOI UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SPECIALS/SUPPLEMENTARY EXAMINATIONS

FOR THE DEGREE OF EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

COURSE CODE: MBA 828

COURSE TITLE: AIRLINE OPERATIONS MANAGEMENT

DATE: 14TH NOVEMBER 2022

TIME: 9AM – 12 NOON

INSTRUCTIONS TO CANDIDATES

Answer question *one* and any other *three* questions

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TURN OVER

Question 1.

- a. Identify **any five** positions that are mandatory to airline operations and discuss the responsibilities of such positions. (15 marks)
- b. The trend within the Aviation industry is that most of the Airlines have formed Alliances. Discuss the driving forces towards the formation of such alliances. (10 marks)

Question 2.

You are a fleet manager in an Airline. Identify **any five** determinations you will need to make in the process of your operations. (15 marks)

Question 3.

Identify **any five** factors that an airline will consider when selecting the correct equipment (Aircraft type) for its operations. (15 marks)

Question 4.

Discuss how Airline businesses have benefited the Kenyan citizens since independence. (15 marks)

Question 5.

Airline ABC is considering disposing some of its aircraft. Advise the airline of possible ways by which they can do it. (15 marks)

Question 6.

The Frequent Flyer Programs (FFPs) is a marketing tool used by Airlines to encourage customer loyalty. Discuss some of the challenges associated with this strategy. (15 marks)