



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF HOSPITALITY TOURISM AND TRAVEL
MANAGEMENT

DEPARTMENT OF HOSPITALITY MANAGEMENT

ORDINARY UNIVERSITY EXAMINATION

2023/2024 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR
OF SCIENCE IN HOSPITALITY MANAGEMENT

HTT 405 – AIRLINE MANAGEMENT AND BUSINESS DEVELOPMENT

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Outline four (4) elements of transportation. (4 marks)
- b) Describe three major segments of air transportation. (3 marks)
- c) As part of airport configuration, there are various facilities available in an airport list facilities available in the following zones. (10 marks)
 - i. Airside facilities
 - ii. Land side facilities
 - iii. Terminal building facilities
- d) Describe any five freedoms of the air as stipulated in the Chicago 1944 conference and the Bermudn conference of 1946. (5 marks)
- e) Describe five important customer service requirements that airline need to meet in order to provide excellent services. (5 marks)
- f) Explain the following terms as used in marketing strategy for airline (3 marks)
 - i. Sales calls
 - ii. Refund of unused markets
 - iii. Give – away

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

Trace the evolution of air transportation in Kenya. (20 marks)

QUESTION THREE (20 MARKS)

In the airline business, strategies are put in place to improve profitability and enhance corporate culture. Discuss the following areas of strategy put in place by an airline to unify and give directions.

- a) Fleet mix (5 marks)
- b) Route structure (5 marks)
- c) Labour productivity (5 marks)
- d) Fuel management (5 marks)

QUESTION FOUR (20 MARKS)

- a) With the aid of examples describe the various types of costs associated with air transport operation. (10 marks)
- b) Explain the process of measuring profitability for an airline. (5 marks)
- c) Explain the term break-even load factor. (5 marks)