



QUALIFICATION : **BCOM HONOURS**
MODULE : **INTRODUCTION TO AVIATION AND REGULATION**
CODE : **TRE8X13**
DATE : **JULY 2017 (SUPPLEMENTARY EXAMINATION)**
DURATION : **180 MINUTES**
TIME :
TOTAL MARKS : **180**

EXAMINER : **DR E SMITH**
MODERATOR : **DR J VERMOOTEN**
NUMBER OF PAGES : **2 PAGES**

INSTRUCTIONS TO CANDIDATES:

- Answer all the questions
- Question papers must be handed in.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.





QUALIFICATION : BCOM HONOURS

MODULE : INTRODUCTION TO AVIATION AND REGULATION

CODE : TRE8X14

DATE : JULY 2017 (SUPPLEMENTARY EXAMINATION)

DURATION : 180 MINUTES

TIME :

TOTAL MARKS : 180

EXAMINER : DR E SMITH

MODERATOR : DR J VERMOOTEN

NUMBER OF PAGES : 2 PAGES

INSTRUCTIONS TO CANDIDATES:

- Answer all the questions
- Question papers must be handed in.
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 1**[30 MARKS]**

You are required to comment on why the airline industry is often referred to as an oligopolistic industry and specifically comment on whether this ring true for the South African air transport industry.

QUESTION 2**[40 MARKS]**

The privatization of SAA has long being a topic of public debate. You are required to unpack what this trend is all about and in your answer debate the pro's and con's of privatizing the national flag carrier as well as what the likely findings of Bain and Company with regards to future of SAA would be. The company has been tasked by National Treasury towards the end of 2016 to investigate the structural and financial imbalances that have led to the continuous poor performance of SAA and SA Express.

QUESTION 3**[30 MARKS]**

Critically evaluate the role of the International Air Transport Association (IATA) in modern day air transport issues.

QUESTION 4**[40 MARKS]**

You are required to refer to the competitive landscape, the opportunities, as well as challenges that low cost airlines in South Africa face and review the strategies they have adopted over time to stay ahead of their game. Your answer should be supported by specific examples of strategies implemented in the domestic market.

QUESTION 5**[40 MARKS]**

Analyse the various segments of the air freight market by specifically referring to the unique requirements of customers, as well as the growth potential of each segment.