



**QUALIFICATION** : BCOM HONOURS  
**MODULE** : INTRODUCTION TO AVIATION AND REGULATION  
**CODE** : TRE8X13  
**DATE** : MAY/JUNE 2017 (MAIN EXAMINATION)  
**DURATION** : 180 MINUTES  
**TIME** : 08:30 – 11:30  
**TOTAL MARKS** : 180

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

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**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]**

A number of trends and developments have shaped the air transport industry worldwide. You are required to discuss at least five trends that have historically had an impact on the South African air transport industry and in so doing also explain how the role of Government has changed following the introduction of each these trends.

**QUESTION 3****[40 MARKS]**

The South African Government is playing an active role in regulating the domestic air transport industry. You are required to refer to the legislation introduced since 1990 to achieve the following objectives:

- a safe and secure;
- competitive industry based on sound economic principles;
- taking users views and interests into consideration, by specifically referring the regulatory bodies that have been established to oversee these objectives and their specific areas of oversight.

**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****[30 MARKS]**

Air cargo is seen as an important segment in the air transport industry.

- 5.1 Identify a range of products and commodities that can be transported by means of air transport. (5)
- 5.2 Describe the airlines that play a role in the air cargo industry by referring to their market share as well as prospects for the future. (25)