



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Management
DEPARTMENT	Transport and Supply Chain Management
CAMPUS(ES)	APK
MODULE NAME	Airlines and Airports
MODULE CODE	TRE8X14
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity January 2021

ASSESSMENT DATE	January 2021	SESSION	
ASSESSOR(S)	Dr. E Smith		
MODERATOR(S)	DR. J Vermooten		
DURATION	4 hours (240 min)	TOTAL MARKS	180

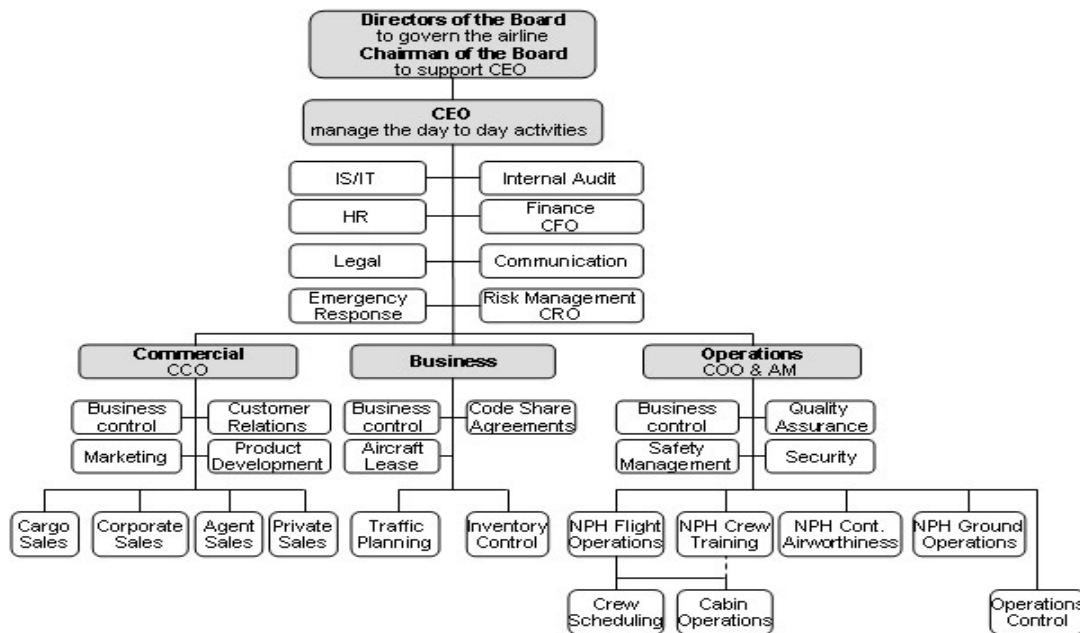
NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	3
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INFORMATION/INSTRUCTIONS:

- This is an open book assessment.
- There are 5 questions.
- **Answer all 5 questions.**
- Ensure that you quote sources referenced and provide a comprehensive list of references consulted, as well as turn in this assessment via Turn it in.
- Read the questions carefully and answer only what is required. Let the mark allocation guide you in answering each question.
- Number your answers clearly and correctly as per the question paper.
- **The assessment can only be completed during the 4 hours permitted.**

QUESTION 1**[60 MARKS]**

You are required to study the airline organogram below in order to answer the questions that follow on the next page.



- Analyse the principles of organisational planning as applied in this airline by commenting on what you observe from the organogram. (30 marks)
- Airline Business Models have evolved over time. You are required to distinguish between the key drivers of strategy and how these differ for Low Cost and Legacy Carriers. (30 marks)

QUESTION 2**[30 MARKS]**

Airlines deploy sophisticated airline revenue strategies and systems to maximize their revenue earning potential. You are required to provide a detailed analysis of the various fare actions that airlines tend to embark on to boost their revenue albeit for a limited period of time.

QUESTION 3**[30 MARKS]**

The planning of airline schedules sometimes present challenges that the schedule planners need to keep in mind when scheduling airline activities. Elaborate on this statement by providing a detailed analysis of the typical challenges airlines experience.

QUESTION 4**[30 MARKS]**

You have been tasked by Management of the airline you are working for to assist in preparing a report that can be presented to the airline Board, highlighting the various aspects your team considered during the aircraft evaluation stage of the airline's fleet renewal process.

QUESTION 5

[30 MARKS]

Running and developing airports generates income for the Airports Company of South Africa that allows for further investment in developing and growing airport infrastructure. Elaborate on this statement by distinguishing between aeronautical and non-aeronautical income and provide specific examples of the income generated under each category.

TOTAL: [180 MARKS]
