

Considered and approved at the  
meeting of Air Transportation  
Management Department  
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**Questions to the graded test (examination)  
on the course «Planning and designing of transportation»**

1. Describe what is included in each of the four basic inputs (informational needs) to the fleet-planning process.
2. Marketing strategy was referred to as the “how-to” function. What does that mean? And why is this such a key piece of information
3. What is meant by the *unconstrained operating plan*?
4. What are the basic purpose of and data derived from fleet-planning models?
5. Give several examples of external and internal system constraints
6. Define the *constrained operating plan*?
7. What are some of the items included in corporate planning’s recommendations of a fleet plan to top management?
8. Why is top management apprised of developments as the fleet-planning process progresses?
9. What are some of the advantages of fleet commonality? Why has there been a trend toward leasing
10. Distinguish between an operating and a financial lease.
11. How will noise restrictions affect future aircraft purchases?
12. Give some examples of items to be considered under the following areas in the aircraft evaluation process: design characteristics, physical performance, maintenance needs, acquisition costs, and operating economics
13. What are some unique characteristics of the airline product? What effect do these have on marketing?
14. Give some examples of difficulties encountered by airline management in comparing aircraft.
15. What are some of the difficulties in examining a single model, such as the Boeing 747-300?
16. The newgeneration jetliners were designed with what primary consideration in mind?
17. It can be said that price was an inactive element in the marketing mix before deregulation. Why?
18. Do you think that the carriers would prefer to compete on the basis of the other three Ps alone, as in the good old days? Why or why not?
19. What are the basic factors that affect price?
20. What is *promotion*?
21. Give some examples of how promotion is used to inform, persuade, and remind.

22. What is the mission of scheduling?
23. Discuss some of the external factors that schedule planners must take into consideration
24. Why do many airlines use the committee system to analyze a proposed schedule?
25. What is the primary purpose of engineering and maintenance and line maintenance with regard to scheduling?
26. Why are there different levels of maintenance capability throughout an airline system?
27. What are the three basic types of airline sales outlets?
28. Flight operations is concerned with a number of operational factors in schedule planning. Discuss three of them.
29. What is meant by *market segments* and *target marketing*?
30. How do crew time limits and employee agreements affect flight scheduling?
31. How does the fact that crew members are based at various localities complicate flight scheduling?
32. How are seniority and crew qualifications at a particular locale problems in the scheduling process?
33. Why is so much emphasis placed on reducing crew layovers and deadhead flights?
34. What methods are generally used by the carriers to penetrate existing markets more deeply?
35. Give some examples of in-flight and ground-product development.
36. What is the objective of ground handling in the scheduling process?
37. What are some of the facility limitations imposed on schedulers?
38. What is a schedule plotting chart?
39. Why is personnel planning so difficult and costly when there is extreme 40. peaking of flights into a particular station?
41. Why is it so expensive for a major carrier to service a small airport with only two or three flights per day?
42. What is meant by *selling present products to new target groups*?
43. Discuss some of the problems faced by an airline scheduling department that are similar to problems of other industries and some problems that are unique to the airline industry
44. What is meant by *traffic flow*?
45. What is meant by *Sensitivity of schedule salability*?
46. How do other operating factors, such as time zones, station personnel, and equipment turnaround time, affect the scheduling process?
47. What is meant by the *chain reaction effect*?
48. What are the differences between code sharing and an interactive marketing agreement?
49. Why do the costs of operating a flight vary only slightly with additional passengers?
50. What is the primary purpose of the hub-and-spoke system vs. the point-to-point system?
51. How does forecasting differ from planning? What is the purpose of forecasting? Give an example of a short-term and a long-term forecast

52. Describe how forecasts can be used by firms for analysis, planning, and control purposes.
53. What is meant by a *causal*, or *model*, *forecast*?
54. Define *dependent* and *independent variables* and *correlation*. What are the three characteristics that variables must have to be used in building a model?
55. What are some of the limitations of causal models?
56. How do time-series or trend analysis methods differ from causal models?
57. Define *trend*, *cyclical variation*, *seasonal variation*, and *irregular variation*.
58. What is the purpose of smoothing the data?
59. Describe several methods of smoothing seasonal variations.
60. Why are short-term forecasts generally more accurate than long-term forecasts?
61. Why might a forecast of the GNP be more accurate than a forecast of revenues for a particular model of aircraft?
62. What are judgmental forecasts? Give several examples of forecasts by expert opinion.
63. What are some of the advantages of using expert opinions or sales force observations? What are *poll forecasts*, or *surveys*?
64. What is the difference between *air express*, *air freight*, and *air mail service*? Why was the early air mail service so important in establishing the U.S. airline system?
65. Describe the basic concept of Federal Express. Why has this company revolutionized the air express business?
66. Explain the role of the air freight forwarder in the air cargo business.
67. Why did the arrival of the jumbo jet prove to be both a boon and a bane for the air cargo business?
68. Distinguish between *integrated carriers*, *combination carriers*, and *all-cargo airlines*, and give examples of each.
69. Do you think that air cargo revenue will ever exceed passenger revenue? Why or why not?
70. Discuss several factors that will influence air cargo growth in the future.

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