QUALIFICATION  :  B COM HONOURS
MODULE        :  AIRLINES AND AIRPORTS
CODE          :  TRE8X14/VVR14X7
DATE          :  13 November 2015 EXAMINATION
DURATION      :  180 MINUTES
TIME          :  08:30
TOTAL MARKS   :  180

EXAMINER(S)   :  Dr E Smith
(EXTERNAL) MODERATOR(S)  :  Mrs K Visser
NUMBER OF PAGES  :  3

INSTRUCTIONS TO CANDIDATES:

• 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.
• Answer each section on a different answer sheet.
QUESTION 1

With reference to the SAA organogram:

- What is your view regarding the number of people reporting to the CEO of SAA? (4 marks)
- Identify and briefly discuss the principles of organizational planning that would typically influence the complexity of organizational structures? (16 marks)
- You are required to analyse the organogram and distinguish between 5 executives reporting to the CEO that fulfill staff vs. 5 executives that fulfill line functions. Please motivate your answer in each case. (20 marks)

QUESTION 2

You are required to assess the following statement, elaborate on your understanding of it and provide at least five examples with a clear explanation of each such pricing strategy: "Certain airlines tend to embark on a periodic adjustment of rules and restrictions accompanying most fares instead of adjusting the Rand value of the fare."
QUESTION 3
(30 marks: 30 min)

Discuss how marketing and operational challenges experienced by airlines affect the scheduling process.

QUESTION 4
(40 marks: 40 min)

As the General Manager: Technical of BA Comair, you are required to compile a report with the General Manager: Finance highlighting to your Board the typical aspects that you would consider during the aircraft evaluation stage of the fleet planning process aiding the airline in selecting the most appropriate aircraft for future use.

QUESTION 5
(30 marks: 30 min)

Analyse the income potential of the Airports Company of South Africa (ACSA) by commenting on the Revenue split obtained from the Notes to ACSA’s 2014 Financial results and specifically refer to the various revenue categories that make up aeronautical and non-aeronautical revenue.

NOTES TO THE CONSOLIDATED ANNUAL FINANCIAL STATEMENTS (CONTINUED)
For the year ended 31 March 2014

SEGMENTAL INFORMATION (CONTINUED)

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