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Universiti Tun Hussein Onn Malaysia

**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2022/2023**

COURSE NAME : AVIATION ECONOMY AND  
MANAGEMENT

COURSE CODE : BDU 30202

PROGRAMME CODE : BDC

EXAMINATION DATE : FEBRUARY 2023

DURATION : 2 HOURS

INSTRUCTION : 1. SECTION A: ANSWER ALL  
QUESTIONS  
SECTION B: ANSWER ONE QUESTION  
ONLY

2. THIS FINAL EXAMINATION IS  
CONDUCTED VIA **CLOSED BOOK**.

3. STUDENTS ARE **PROHIBITED** TO  
CONSULT THEIR OWN MATERIAL OR  
ANY EXTERNAL RESOURCES  
DURING THE EXAMINATION  
CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES.

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**TERBUKA**

**SECTION A: ANSWER ALL QUESTIONS.**

- Q1** (a) Describe Frederick Taylor’s principle of scientific management. (10 marks)
- (b) Relate how modern managers apply the scientific management principles at the workplace. (15 marks)
- Q2** (a) The aircraft logbook is the record in which all data concerning the aircraft is recorded. Identify the information gathered in aircraft logbook and determine the importance of aircraft maintenance logbook. (5 marks)
- (b) List relevant steps for safety measure that can be taken to reduce aviation risk. (10 marks)
- (c) Identify the major insurance coverage included in aviation industry. (10 marks)
- Q3** (a) List 7 strategies discussed in Malaysia Aerospace Industry Blueprint 2030. (14 Marks)
- (b) Identify five focus area in ensuring smooth progress of Malaysia Aerospace Industry Blueprint 2030. (5 Marks)
- (c) Describe the improvements to airport security as the consequences of 911 incidents. (6 marks)

**SECTION B: ANSWER ONE QUESTION ONLY.**

**Q4** You are given the job as Airline Operation Manager. The first task is to identify teams that are going to work together with you to manage the airport.

(a) Illustrate organizational structure for your full-service carrier team. (10 marks)

(b) Identify the roles of each department that you mention in the organizational chart in answer Q4(a). (15 marks)

**Q5** Assume that a board chairman of an aircraft manufacturing company claims his team to make a comparison between two potential aircraft development projects. He also reminds them that the company's financial health is getting poor, so he must select between Project 1 or Project 2. **Table Q5(a)** summarizes all the given project parameters.

(a) Calculate the amount of money to be spent and the amount of money to be earned from each project to address economic efficiency. (15 marks)

(b) Based on your calculation in Q5(a), choose which project to presume and explain why. (10 marks)

- END OF QUESTIONS -

## FINAL EXAMINATION

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Table Q5(a) : Project parameters

| Project Parameters                                | Project 1 | Project 2 |
|---|-----------|-----------|
| Project Duration (Years)                          | 3         | 2         |
| Total Units to be Constructed                     | 500       | 400       |
| Units For Sale                                    | 400       | 350       |
| Units for Rent                                    | 100       | 50        |
| Lease Period of Units (Years)                     | 20        | 15        |
| Units for Sale after Leasing Period               | 100       | 50        |
| Manufacturing cost for each unit (RM)             | 100,000   | 90,000    |
| Sales Office Cost (RM)                            | 2,000,000 | 3,000,000 |
| Sales Personnel Cost per Year (RM)                | 300,000   | 250,000   |
| Financing Cost per Year (RM)                      | 3,000,000 | 2,500,000 |
| Sale Price of Each Unit (RM)                      | 120,000   | 135,000   |
| Sale Price of Each Unit After Leasing Period (RM) | 70,000    | 80,000    |
| Lease Price of Each Unit Per Year (RM)            | 4000      | 4500      |