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inconvenience to Passengers of having to change from a domestic airline to Pan Am for international travel was sustainable within the market place only as long as regulation was in place on international routes in anticipation of the problems of deregulation. However with the advent of potential threat in order to overcome these difficulties Pan Am sought to develop the domestic feeder system it needed through the acquisition of National Airlines. The purchase of National was deemed a strategic error given that the cost of the acquisition was excessive in terms of cash and debt because of incompatible aircraft and routes alongside a range of inherited labor problems. The lack of a adequate domestic feeder flights following the deregulation combined with the following the advent of deregulation combined with flights to with the problems arising out the ill acquisition of National.

In your opinion where do you think they made a mistake that caused the failure to the airline

Ans) Despite a number of highly successful years through the 1970's the airline eventually had to come to an end Pan Am having once called itself "The World's Most Experienced Airline" eventually filed for bankruptcy protection in January 1991. Due to rising fuel costs, as well as an inability to operate domestic routes the airline also suffered from several public relation hits in 1998. This was the year that saw a Pan Am B747 crash in Lockerbie sparking a \$300 million lawsuit as well as additional fine from the FAA for 14 security failings.

Q5. Write a summary of the case study and be more specific on what you understood of the study.

Ans. Pan Am flight 103, also called the Lockerbie bombing, flight of a passenger airline operated by Pan American World Airways (Pan Am) that exploded on December 21, 1988 after a bomb detonated. All 259 people on board were killed and 11 individuals on the ground also died.

About 7:00 PM on December 21 Pan Am flight 103, a Boeing 747 en route to New York City from London exploded over Lockerbie, Scotland. The plane had reached a height of approximately 3100 feet (9500 meters).

In 1989, months after the plane crash and end of the month formal recovery effort, a piece of scorched shirt was discovered. The piece contained a fragment of circuit board that the heat of the explosion had fused into the shirt's polyester fabric.

Further analysis confirmed that the fragment exactly matched part of a Timex circuit manufactured specifically for the W/Byans.

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Final

Q1 Do you agree that good communication reduces uncertainty in your opinion could it have saved Pan Am

Ans communication of uncertainty is an important component of the broader practice of human health risk communication. As discussed by Stirling (2010) conveying the uncertainty in the science related to the decision makers will

understand the range of evidence on which to base a decision but also because it can make the influences of "deep interdependencies of uncertainty the perils of group dynamics as the perturbing effect of power more rigorously explicit and democratically accountable

The U.S. Environmental Protection Agency (EPA) requested guidance on communicating uncertainty to ensure the appropriate use of risk information and to enhance the understanding and uncertainty among the users of risk information such as risk managers (that is decision makers) Journalists and citizens.