



NP – 314

IV Semester B.B.A. Examination, August/September 2023

(NEP)

AVIATION MANAGEMENT

4.2 : Airline Marketing

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written in English only.

SECTION – A

Answer **any six** questions. **Each** question carries **two** marks.

(6×2=12)

1. a) What is marketing mix ?
b) Give the meaning of air freight market.
c) Distinguish between customer and consumer.
d) What do you mean by brand management ?
e) What is airline pricing ?
f) Name any two intangible aviation products.
g) Define strategy.
h) What do you mean by promotion ?

SECTION – B

Answer **any three** questions. **Each** question carries **four** marks.

(3×4=12)

2. Explain the 4 P's of marketing.
3. What are the various types of pricing methods in aviation ?
4. State the importance of market segmentation in an airline industry.
5. Explain the ANSOFF matrix.
6. State the various initiatives of ATC departure delay program.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **twelve** marks. **(3×12=36)**

7. Explain in detail the promotional mix with examples.
 8. What is market segmentation ? Explain the factors influencing market segmentation.
 9. Write short notes on :
 - a) Air traffic control modernization
 - b) Navigation security
 - c) Database marketing.
 10. Explain the various challenges faced by airline companies in marketing.
 11. Define and explain the relevance of customer service.
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