


Name: Enrolment No:	
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UPES End Semester Examination, May 2023	
Course: BBA AVM Program: Aviation Marketing Course Code: TRAV2023	Semester: 4 Time : 03 hrs. Max. Marks: 100

SECTION A 10Qx2M=20Marks	
Instructions: 1. There are TEN questions in this section. All are compulsory. 2. Each question carries equal marks.	

S. No.		Marks	CO
Q 1	PESTE Denotes: a. Political, Economic, Social, Technological & Ecological b. Political, Economic, Social, Theoretical & Environmental c. Political, Economical, Social, Technological & Environmental d. Political, Economic, Social, Technological & Environmental	2	CO2
Q2	In holding large stocks of raw material and components to production points. JIT Principle is used, which stands for: a. Just inline Time b. Just In Time c. Journey In Time d. Justified In Time	2	CO1

Q3	<p>Which of the following is an example of a distribution channel used by airlines to sell tickets?</p> <ul style="list-style-type: none"> a. Online travel agencies (OTAs). b. Radio advertisements. c. Direct mail campaigns. d. None of the above 	2	CO1
Q4	<p>What are the 4 Ps in Aviation Marketing MIX:</p> <ul style="list-style-type: none"> a. Product, Place, Process and Promotion b. Product, Price, Promotion and Place c. Product, Promotion, Process and People d. Product, Price, Promotion and Preferences 	2	CO3
Q5	<p>Which of the following is an example of a demographic that airlines may target with their marketing efforts?</p> <ul style="list-style-type: none"> a. Families with young children b. Retired individuals c. College students d. All the above 	2	CO2
Q6	<p>Which of the following is not a segment commonly targeted in airline marketing?</p> <ul style="list-style-type: none"> a. Business Travelers b. Leisure Travelers c. Infrequent Travelers d. Non-Human Passengers 	2	CO1
Q7	<p>AMADEUS Global Distribution System were developed by:</p> <ul style="list-style-type: none"> a. American & United Airlines Airlines b. European Airlines c. JAL Group d. Pinnacle Airlines 	2	CO2
Q8	<p>The Airline Deregulation Act came into force in year.</p> <ul style="list-style-type: none"> a. 1968 b. 1987 c. 1978 d. 1965 	2	CO1

Q9	Under the concept of Industrial buying behavior of customer, D.M.U stands for: a. Derivative Making Unit b. Decision Making Unit c. Differential Making Unit d. Discontinued Marketing Unit	2	CO3
Q10	Marketing – The seven interlinked stages consist of a. Strategy Formulation b. Selling c. Revenue Management d. All the above	2	CO4
SECTION B 4Qx5M= 20 Marks			
Q 11	Under Airline Alliances, Explain the difference between Pooling Agreement & Code Share.	5	CO3
Q12	Giving an e.g., Explain “Super Profit” concept under “own brand” Strategy.	5	CO2
Q13	Discuss any two objectives for development of optimal Flight Schedule.	5	CO1
Q14	What is the Airline Deregulation Act, explain what impact did it have on the airline industry in the United States?	5	CO4
SECTION-C 3Qx10M=30 Marks			
Q15	PESTE is a strategic tool used to analyze the macro-environmental factors that can have an impact on an industry. Explain the Political Factors affecting the market.	10	CO3
Q16	Discuss five Advantages & Dis-advantages for Travel Agency Distribution System	10	CO2
Q17	Explain Four components in detail for Revenue Management in an Airline.	10	CO3
OR			
Q18	Illustrate any five customer requirements in Business Travel Market.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q19	For a successful Cost Leadership strategy, explain in detail any five Business Model which Airlines Adopt in order to be successful.	15	CO4

Q20	Taking an Airline of your choice apply Porters Five Force Strategic Model to show the dynamics of Airline Industry and how can an Airline grab maximum market.	15	CO4
OR			
Q21	Explain in detail all seven Interlinked Marketing Principles to Airline Management, along with suitable example for each principle.	15	CO4