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**DHANALAKSHMI SRINIVASAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN
(AUTONOMOUS)**



(For Candidates admitted from 2018-2019 onwards)

UG DEGREE EXAMINATIONS APRIL – 2021

**B.B.A – AVIATION MANAGEMENT
AIRLINE MARKETING MANAGEMENT**

Time: 3 Hrs

Max.Marks: 75

PART – A

CHOOSE THE CORRECT ANSWER.

(10*1=10)

1. What does Marketing stand for?
 - a) Marketing describes a complete philosophy for running a business.
 - b) Marketing describes about deceitful advertising.
 - c) Marketing is only about selling.
 - d) Marketing is not the process responsible for identifying, anticipating and satisfying customer requirements profitably.
2. What is the Marketing activity targeted at the individual or the family called?

a) Industrial Marketing	b) Outbound Marketing
c) Consumer Marketing	d) Traditional Marketing
3. What is Selling?
 - a) Process of running an entire business.
 - b) It is producing products and tricking customers to buy despite their needs.
 - c) It is the concluding stage of a correctly applied Marketing process, whereby customers are persuaded to buy the firm's products.
 - d) Selling is a transaction of goods and services exchanged for money.
4. What are the five categories, described by the industrial Buying Behaviour?
 - a) Deciders, gate keepers, users, buyers, consumers
 - b) Deciders, gate keepers, users, buyers, influencers
 - c) Sellers, gate keepers, users, buyers, influencers
 - d) Deciders, air hostess, users, buyers, influencers
5. Who can be considered as an example of a possible Customer in the business travel market?

a) Corporates	b) OTA/Travel Agents	c) Tour Operators	d) All of the Above
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6. What is FFP?

a) Fully Flying Personnel	b) Flight Frequency Product
c) Frequent Flyer Program	d) Flying Fleet Process

7. A "Consolidator" is simply a dealer in discounted air tickets. More popularly known as
 a) Fancy Shops b) Airline Shops c) Bucket Shops d) Flight Shops
8. Expand PESTE Analysis?
 a) Police, Economic, Social, Technological and Environmental.
 b) Political, Economic, Social, Technological and Environmental.
 c) Political, Ecological, Social, Technological and Environmental.
 d) Political, Economic, Social, Transportation and Environmental.
9. What are Porter's "Five Forces" of the Airline Industry?
 a) Companionship between firms, Substitution, New Entry, Power of Customers, Power of Suppliers
 b) Rivalry amongst Existing Firms, Substitution, New Entry, Power of Customers, Power of Consumers
 c) Rivalry amongst Existing Firms, Substitution, New Entry, Power of Customers, Power of Suppliers
 d) Rivalry amongst Existing Firms, Substitution, old Entry, Power of Customers, Power of Suppliers
10. Focus Groups research involves following factors:
 1. Involves group of 500 to 1000 people.
 2. Can be done remotely.
 3. Collects complex information.
 5. Typically responds to online surveys.
 a) 1,2,3,4 b) 2,3,4 c) 1,3,4 d) None of the above

PART - B

ANSWER ALL THE QUESTIONS

(5*7=35)

11. a) Explain the Marketing Mix?

(OR)

b) Explain the difference between selling and marketing with examples.

12. a) Define a Customer and discuss the Apparent and true Needs of a Customer.

(OR)

b) Who are Gate keepers? How do we overcome the gate keepers in airline marketing?

13. a) Briefly explain managing product portfolio using Boston Box

(OR)

b) What is the Customer Service-related product features?

14. a) Write Note on Travel Agency Distribution system?

(OR)

b) Briefly explain Airline advertising and its impact on Marketing.

15. a) Explain the key objectives of Market Research with suitable examples.

(OR)

b) Elaborate the role of Data in today's Aviation scenario.

PART – C

ANSWER ANY THREE QUESTIONS

(3*10=30)

16. Elaborate the stages in the application of marketing principles in airline management?
17. What is the different type of customers you can expect in air travel marketing? Give 2 examples.
18. Explain PESTE Analysis. How is it useful in the current Aviation Industry?
19. Write Note on Airline Selling, Advertising and Promotional Policies.
20. What are types of Market research? Elaborate the market research methods with examples.

