

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination 2020

Course: Aviation Marketing Management
Program: MBA(AVM)
Course code: TRAV8006

Semester: III
Time: 03 Hours
Max. Marks: 100

Instructions:

SECTION A

		Marks	CO
I	Answer All the questions:		
	1.. RACE is a practical framework to help marketers manage and improve the commercial value gained from digital marketing. The term stands for Reach, Act, C, Engage. What does 'C' refer to?	5	CO4
	1) Consolidate 2) Collaborate 3) Convert 4) Collect		
	2. Key Drivers of airline business objectives are? -----, Network,-----, Load factor, Unit cost and Yeild	5	CO2
	3 Network and Fleet together determines the cost of Operations, 1) True 2) False	5	CO3
	4. The Airline Network defines the Fleet size and -----? 1) Fleet schedule 2) Fleet Mix 3) Range 4) d. none of these.	5	CO4
	5. To build a strong Technology system in Airline business, the enterprise should have ----- and Product Management.	5	CO3
	6. Product Portfolio analysis helps in generating better Product modification Innovation? 1) True 2) b. False	5	CO3

SECTION-C

SECTION-C			
	Answer the below mentioned Question		
	1. Explain the Service Marketing and how airlines differentiate their business models?	10	CO2
	2. What do you understand by Multichannel Marketing give few examples?	10	CO4
	3. Do airlines apply Market Segmentation when Pricing? Do they further apply Pricing Strategies?	10	CO2
	4. Explain the Concept of Yield and cost in airline revenue process?	10	CO1
	5. Define Revenue Management, and with examples explain the core concepts of revenue management approaches in Airline business?	10	CO3
SECTION-C			
Q	Answer All the questions (Answer any two)		
1	Mention with suitable examples five Price determinants for Air cargo Business Operations?	10	CO3
2	Discuss about digital transformation advances in the field of Airline reservation and ticketing, mention few practices done in the travel and tourism industry	10	CO2
3	Explain the Product distribution process for the inflight product offerings by the LCC and FCC airlines	10	CO4