


Name: Enrolment No:	
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UPES End Semester Examination, May 2024	
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	Brand Power depends on a. Demographics b. Psychological Value c. The power of Tangible products d. None of the above.	2	CO1
Q2	Flight Schedule Development depends on a. Revenue b. Frequency c. Aircraft Maintenance d. All the Above	2	CO1

Q3	<p>Airline Alliance of Lufthansa & United Airlines in 1997 is denoted as</p> <ul style="list-style-type: none"> a. Star Alliance b. One World c. Sky Team d. Air Alliance 	2	CO2
Q4	<p>Bidding Lines concept applied to</p> <ul style="list-style-type: none"> a. Airlines Security b. Flight Crew c. Flight Engineer d. Both b & c 	2	CO1
Q5	<p>Foundation of Brand Building for Airlines covers.</p> <ul style="list-style-type: none"> a. Classes of Cabin b. Service Concept c. Firm's Principal Trading Naming d. All of 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	CO1
Q8	<p>As per Doganis, key product features that affect a passenger's choice of airlines:</p> <ul style="list-style-type: none"> a. Brand Image b. Aircraft Type c. Schedule d. Both a & c 	2	CO2

Q9	Which one of the below is not a part of Airline Business Model. a. Low Landing Fare b. Refundable Tickets c. Limited Onboard Service d. Point to Point only.	2	CO1
Q10	Which of the following is an example of a distribution channel used by airlines to sell tickets? a. Online travel agencies (OTAs). b. Radio advertisements. c. Direct mail campaigns. d. None of the above	2	CO2
SECTION B 4Qx5M= 20 Marks			
Q 11	Explain Gantt Charts, how does it facilitate in Flight Schedules.	5	CO2
Q12	Taking Market Segmentation concept into consideration differentiate between Under segment & Over Segmentation.	5	CO2
Q13	Differentiate between Pooling Agreement & Code Sharing among Airlines.	5	CO2
Q14	Giving an e.g., Explain “Super Profit” concept under “own brand” Strategy.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q15	Illustrate the three Components over which Air Passenger Market is Segmented.	10	CO3
Q16	Derive 5 Advantages & Disadvantages each of Travel Agency Distribution System?	10	CO3
Q17	Under the concept of DMU Define a. Gatekeepers b. Influencers	10	CO3
OR			
Q18	Explain in detail all 5 categories over which Airline’s Ancillary Revenues depends on.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q19	Explain in detail all seven Interlinked Marketing Principles to Airline Management, along with suitable examples for each principle.	15	CO4
Q20	Taking an Airline of your choice apply the PESTEL model concept and discuss its outcomes.	15	CO4
OR			
Q21	Under Revenue Management in an Airline, Explain a. Overbooking b. Fare Nesting c. Seat Allocation d. Network Inventory Allocation.	15	CO4