

S.No. 1404

19 BCCAM 15

(For candidates admitted from 2019–2021 Batch)

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — Aviation Management — Major

AIRLINE MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL questions.

1. What are the marketing environment?
2. What is consumer oriented management?
3. Determine the market for air transportation.
4. What are the main segments of aviation?
5. What is the product of airline industry?
6. Why do airline use the Global distribution system?
7. Define Marketing Research.
8. How to do market research?

9. What is outline marketing?

10. What are the 3'C's in online marketing?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Mention the features of the marketing environment.

Or

(b) What is the purpose of an environmental analysis?

12. (a) How big is the air travel market?

Or

(b) State the advantages of air transport.

13. (a) How do you manage a product portfolio?

Or

(b) Explain the purpose of distribution system in airline.

14. (a) What are the types of marketing research?

Or

(b) Describe in detail steps in marketing research.

15. (a) List out the kinds of online marketing.

Or

(b) Discuss about emerging marketing trends.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. What are the 4Ps of the marketing mix?

17. Describe in detail market segmentation of Airline industry.

18. What are the product life cycles in the aviation industry?

19. Write the preparation of marketing research report.

20. Mention the advantages and disadvantages of online marketing.