

School of Business

MBA
ETE - May 2023

Time : 3 Hours

Marks : 50

Sem IV - MSB23T2002 - Aviation Sales and Airline Advertising

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Describe the concept of market segmentation in the airline passenger market. K2 CO1 (2)
2. Outline the various factors that affect the Airline's On-Time Performance(OTP). K2 CO2 (2)
3. Classify the airline product in accordance with the Boston Matrix. K4 CO3 (2)
4. Contrast the different types of advertisement appeals in the marketing industry. K4 CO4 (2)
5. Explain the need for selecting an promotional agency to promote the airline industry. K4 CO5 (2)
6. Examine the following with respect to the market segmentation in the airline industry, namely frequency and timings, Punctuality, Airport Location and Access, Seat Accessibility/Ticket Flexibility, Frequent Flyer Benefits and In-Flight Service. K4 CO1 (5)
7. Build a survey questionnaire that will help to identify the market segment, market positioning, customer preferences, preferred destinations within a 5000km radius, in-flight services. AIRGo is a low cost airline operating domestically in India. The company has recently decided recently to increase its market presence by entering the international market. This would involve purchase of an additional 100 aircrafts in addition to its existing fleet of 200 aircrafts. The airline aims to conduct a market research to identify the potential destinations that are preferred by the customers. K4 CO2 (5)
8. Evaluate the different international promotional strategies with respect to airline industry K5 CO5 (6)
9. Interpret the Michael Porter's five force analysis which is applicable to the current landscape of Indian aviation industry. K5 CO3 (8)
10. Evaluate the different types of advertising strategies an airline needs to adopt for its operations that can be implemented for promotion. K5 CO4 (8)
11. Discuss the various promotional strategies that are implemented by a commercial airline to market itself as viable product. K6 CO5 (8)