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School of Business

Master of Business Administration MBA Dual Specialization
Mid Term Examination - Mar 2024

Duration : 90 Minutes
Max Marks : 50

Sem IV - MSB23T2002 - Aviation Sales and Airline Advertising

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Suppose a competitor introduces a similar process innovation. Q1) How would you assess the threat it poses to your organization's competitive advantages. Q2) What actions would you recommend to maintain or regain market leadership? K5 (5)
- 2) Imagine you're tasked with implementing revenue management techniques to optimize ticket pricing for an airline during peak travel seasons. Develop a comprehensive plan outlining the key steps you would take and the factors you would consider to maximize revenue while ensuring customer satisfaction and market competitiveness. K3 (6)
- 3) In designing advertising campaigns for Zoom airlines, the marketing team faces the challenge of determining the optimal frequency of ads to effectively promote new routes and services while managing budget constraints, preventing audience fatigue, monitoring competitor activity, accommodating seasonal variations in demand, selecting appropriate advertising channels, and measuring campaign effectiveness. By carefully balancing these factors and utilizing strategic planning, data analysis and flexibility the team aims to ensure that their advertisements engage with the target audience and drive business growth in the competitive aviation industry. Q1) How might Zoom Airlines differentiate its advertising campaigns to stand out from competitors while effectively reaching its target audience?(4 marks) Q2) In the context of multi-channel advertising, what criteria should Zoom Airlines use to prioritize allocation of resources and determine the frequency of ads across different platforms for maximum impact?(4 marks). K4 (8)

- 4) Star air airline is planning to launch a series of advertisements promoting its commitment to sustainability and environmental responsibility. However, you're aware of the growing skepticism among consumers towards greenwashing and superficial corporate social responsibility efforts. Q1) How would you ensure that the advertising campaign communicates genuine initiatives and builds trust with environmentally conscious travelers? (5 marks) Q2) Provide examples of renewable practices with credible environmental organizations to demonstrate the airline's dedication to reducing its carbon footprint and preserving natural resources. (4 marks) K3 (9)
- 5) You are a marketing manager of the Flag Carrier on India, tasked with creating an advertisement campaign for the airline that wants to highlight its commitment to sustainability. The Flag Carrier, aims to attract environmentally conscious travelers by showcasing its eco-friendly practices and environmental stewardship initiatives. Q1) How would you creatively incorporate elements of eco-friendliness and environmental stewardship into the campaign to resonate with environmentally conscious travelers? (5 marks) Q2) How can the campaign leverage user-generated content and social media influencers to amplify its message and foster community engagement around environmental stewardship? (5 marks) K5 (10)
- 6) Air India, the national flag carrier of India, is planning to redesign its cabin crew and ground staff uniforms as part of a brand refresh. The airline's management has decided to hire an advertising agency to oversee the design and launch of the new uniforms. After a thorough selection process, three agencies have been shortlisted: Agency A, Agency B, and Agency C. Agency A: A renowned agency with a strong portfolio in fashion and luxury branding. They have previously worked with several international airlines on successful uniform redesign projects. However, their fees are on the higher side. Agency B: An up-and-coming agency known for its innovative approach to design. They have limited experience in the airline industry but have shown great enthusiasm for the project. Their fees are moderate and competitive. Agency C: A boutique agency specializing in cultural and heritage-inspired designs. They have worked with a few airlines on uniform redesigns and have received positive feedback for their creativity. Their fees are the lowest among the three agencies. Questions: a) How should Air India evaluate these agencies to select the best one for its uniform redesign project? (4 marks) b) What factors should Air India consider when negotiating the remuneration with the selected agency? (4 marks) c) How can Air India ensure that the selected agency delivers a uniform design that reflects the airline's brand identity and meets the requirements of its cabin crew and ground staff? (4 marks) K6 (12)