UPES
End Semester Examination, Dec 2024

Course: BBA AVM   **Semester:** 3
Program: Aviation Marketing   **Time   : 03 hrs.**
Course Code: TRAV2023   **Max. Marks: 100**

SECTION A
10Qx2M=20Marks

Instructions:
1. There are 19 questions. All are compulsory.

S. No.		Marks	CO
Q 1	The Airline Deregulation Act came into force in year. a. 1968 b. 1987 c. 1965 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	British + American + Cathy Pacific Airlines in 1999 is denoted as a. Star Alliance b. One World c. Sky Team d. Air Alliance	2	CO2
Q4	Bidding Lines concept applied to a. Airlines Security b. Flight Crew c. Flight Engineer d. Both b & c	2	CO1
Q5	Foundation of Brand Building for Airlines covers. a. Classes of Cabin b. Service Concept c. Firm's Principal Trading Naming	2	CO2

	d. All of the Above		
Q6	What do you understand by Discernible effect?	**2**	**CO1**
Q7	AMADEUS Global Distribution System were developed by: a. American & United Airlines Airlines b. European Airlines c. JAL Group d. Pinnacle Airlines	**2**	**CO1**
Q8	Which is not a part of Flight Schedule Development a. Revenues, b. Unit Cost and Utilization, c. Reliability d. Trade Offs	**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 one of the below is not the component of Air Freight Market Segmentation? a. Door to Door Transit time b. Emergency c. Lower Expenses d. Perishable Cargos	**2**	**CO2**

<div align="center">

SECTION B
4Qx5M= 20 Marks

</div>

Q 11	Explain Gantt Charts, how does it facilitate in Flight Schedules.	**5**	**CO2**
Q12	Discuss Open Sky policy.	**5**	**CO2**
Q13	Differentiate between Pooling Agreement & Code Sharing among Airlines.	**5**	**CO2**
Q14	Explain "Own Brand" Strategy.	**5**	**CO2**

<div align="center">

SECTION-C
3Qx10M=30 Marks

</div>

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	Explain in detail all 5 categories over which Airline's Ancillary Revenues depends on.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Q18	Under Revenue Management in an Airline, Explain a. Overbooking b. Fare Nesting c. Seat Allocation d. Network Inventory Allocation.	15	CO4
Q19	Taking an Airline of your choice apply the PESTEL model concept and discuss its outcomes. OR Explain in detail all seven Interlinked Marketing Principles to Airline Management, along with suitable examples for each principle.	15	CO4