UPES
End Semester Examination, Dec 2024

Course: MBA AVM
Program: Aviation Marketing
Course Code: TRAV8022P

Semester: 3
Time : 03 hrs.
Max. Marks: 100

SECTION A
10Qx2M=20Marks

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

S. No.		Marks	CO
Q 1	Customer impact on market does not depend on a. Transport selection b. Choice of Airline c. Class over Air Travel Transport d. Choice of Seating	2	CO1
Q2	What is Disintermediation under porters' concept?	2	CO1
Q3	United Airlines with its Apollo system, and American created _____ GDS. a. Amadeus b. Sabre c. Galileo d. None of the above	2	CO2
Q4	Which airline was the first to introduce a luxury product, "The Residence," featuring a three-room suite? a. British Airways b. Etihad Airways c. Air China d. Delta Airlines	2	CO1
Q5	Point out One basis difference between Under-segmentation and Over-segmentation of passengers.	2	CO2
Q6	The Airline Deregulation Act came into force in year. a. 1968 b. 1987 c. 1965 d. None of the Above	2	CO1

Q7	Flight Schedule Development depends on
	   a. Revenue
	   b. Frequency
	   c. Aircraft Maintenance
	   d. All the Above
		2	CO1

Q8	British + American + Cathy Pacific Airlines in 1999 is denoted as
	   a. Star Alliance
	   b. One World
	   c. Sky Team
	   d. Air Alliance
		2	CO2

Q9	Bidding Lines concept applied to
	
	   a. Airlines Security
	   b. Flight Crew
	   c. Flight Engineer
	   d. Both b & c
		2	CO1

Q10	Foundation of Brand Building for Airlines covers.
	
	   a. Classes of Cabin
	   b. Service Concept
	   c. Firm's Principal Trading Naming
	   d. All 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	What is Deregulation Act	5	CO2
Q13	Define the undermentioned Strategies. a. Differentiation b. Cost Leadership	5	CO3
Q14	Explain Political Concept under porter's model taking "Aviation into consideration."	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	Explain in detail all 5 categories over which Airline's Ancillary Revenues depends on.	10	CO3

SECTION-D 2Qx15M= 30 Marks			
Q18	a. Analyze the concept of Fare Bucketing & Fare Nesting for generating revenue in Airlines. b. Explain the Seven Marketing Interlinked Stages	**7.5 x 2 = 15**	**CO4**
Q19	a. What are Hybrid Airlines give e.g. of Airlines to support your answer. b. What is Asset Assignment under Flight Schedule Development	**7.5 x 2 = 15**	**CO4**