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VI Semester B.B.A.M. Degree Examination, September/October - 2022

**AVIATION MANAGEMENT**

**Airline And Airport Marketing Management**

**(CBCS Scheme Repeaters 2018-19)**



**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

*Answer to be written completely in English.*

**SECTION - A**

Answer any **Five**.

**(5×2=10)**

1. a) Who are the customers in Airline Business?
- b) Define Airline Alliances.
- c) What is meant by "Freighter Aircrafts".
- d) Give reasons why do airlines have Frequent Flyer Programme.
- e) Mention any two regulatory bodies in the Aviation Industry.
- f) What is 'Export' in Cargo Handling?
- g) What is Airline Advertising? Mention its importance.

**SECTION - B**

Answer any **Three**.

**(3×6=18)**

2. Explain Michael porter's five factors and their applications.
3. Write generally how airlines can serve best customer service in detail.
4. Explain frequent programmes in Airline Industry which benefits Airlines and Passengers.
5. How an Airline can Rise of Airport Marketing for the Aviation Business.
6. Explain the logistics service at Airport in detail.

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**SECTION - C**

Answer any **Three**.

(3×14=42)

7. Explain the role and scope of activity of the Airport Enterprise.
  8. Describe Travel Agency role in Aviation Industry.
  9. Explain how Airline Marketing Management helps to improve the turn over of an Airline.
  10. Describe selling and distribution channel in Air Freight Market in India.
  11. Describe how to handle the customers at Airport by providing Best Service.
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