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

AVIATION MANAGEMENT

Marketing and Service Management

(CBCS - Freshers Scheme-2019-20)



Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers to be written in English Only.

SECTION - A

I. Answer any Five questions. Each question carries 2 marks.

(5×2=10)

1. a) What is marketing mix?
- b) What do you mean by marketing strategy?
- c) What is customer service?
- d) What is Quality audit in aviation.
- e) What is uniform pricing?
- f) Expand GDS.
- g) What is governance?

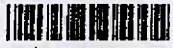
SECTION - B

II. Answer any Three questions. Each question carries 6 marks.

(3×6=18)

2. Briefly Explain the application of marketing principles to airline management.
3. What are the common mistakes of airline marketing? Explain.
4. Explain the marketing communication techniques used by airlines?
5. What is primary hub & Secondary hub?

[P.T.O.]



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SECTION - C

III. Answer any Three questions. Each question carries 14 marks.

(3×14=42)

6. Mention & Explain any 4 Non-Aviation business activities.
 7. Discuss the Innovative marketing strategy used by airlines.
 8. Explain the Michel Porter's 5 factors & its application to airline.
 9. What do you mean by frequent flyer programme (FFP) & Explain the advantages of it.
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