

**Centre for Aerospace & Defence Laws (CADL)
DIRECTORATE OF DISTANCE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD**

M.A. (AVIATION LAW & AIR TRANSPORT MANAGEMENT)

Academic Year: 2024-2025

Third Semester Repeat Examination (May, 2025)

2.3.10. Aviation Marketing

Duration of the Examination: 2 ½ hours

Total Marks: 70 marks

INSTRUCTIONS TO CANDIDATES

- a) Read the instructions carefully and adhere to the same.
 - b) Please mention your DDE ID No., date of the exam, name of the programme & subject on the Answer Sheet and the Additional Answer Sheets, if any.
 - c) The questions to be interpreted as given and no clarification can be sought from the Invigilator.
 - d) Clearly indicate the question numbers while answering them. Answers without question numbers / wrong question numbers will not be evaluated.
 - e) Write the answers clearly and neatly. Answers in illegible handwriting will not be taken into consideration.
 - f) Candidates are prohibited to carry phones or any other electronic devices, books, material etc. in the Examination Hall.
 - g) Copying is strictly prohibited and is considered as a serious academic misconduct and the University will take action as it deems fit.
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Section A

**Answer FIVE questions out of SEVEN questions and each question carries 10 marks.
(5 x 10 marks = 50 marks)**

1. Segmentation is a very important factor for the aviation sector. Segmentation is important to effectively serve the right consumers with the right products. Explain the components over which the aviation market is segmented.
2. Travel agency-based distribution systems are common in the aviation sector. Outline the five advantages and five disadvantages of using such a system.
3. The airline sector is a service accompanied by multiple ancillary products and services that are bundled with the core service. Explain in detail the five categories over which an airline's ancillary revenues depend.

4. What kind of marketing challenges are faced by airline companies in the national as well as international markets? Explain the same based on the 7Ps of marketing.
5. Every industry today is dependent upon digital marketing for better customer reach. Explain the role of social media platforms in aviation marketing and how they influence customer engagement.
6. What are the reasons companies design membership programs? Explain the importance of frequent flyer programs in retaining customers and boosting airline revenues.
7. Airlines have started showcasing their environmentally friendly strategies to create a better impression in the minds of their customers. Outline some of the airline companies' environmentally friendly initiatives. How do eco-friendly initiatives in airline industries impact customer perception?

Section B

Write short notes on any four questions out of six questions and each question carries 05 marks. (4 x 5 marks = 20 marks)

- A) Explain the role of customer relationship management in aviation marketing.
- B) How does competitive pricing influence customer decisions in aviation?
- C) How do airlines use promotional pricing to attract customers?
- D) Here are some potential 5-mark questions related to aviation marketing:
- E) Explain the role of Customer Relationship Management (CRM) in aviation marketing.
- F) What are the challenges of maintaining brand loyalty in the aviation sector?