

**DIRECTORATE OF DISTANCE EDUCATION
NALSAR UNIVERSITY OF LAW, HYDERABAD**

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

Academic Year: 2025-2026

**Third Semester Repeat Examination – Online Proctored Examination
(December 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 Name, DDE ID No., date of the exam, name of the programme, name of the subject, total number of pages on the first page and write the page numbers in sequence on each sheet before upload.
- c) The questions to be interpreted as given and no clarification can be sought.
- 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 need to check the scanned and pdf converted file before uploading, whether all pages are scanned properly and the same is in sequence and clearly visible.
- g) Candidates are prohibited to use phones or any other electronic devices, books, material etc. during the Examination.
- h) Copying from any source including from other students is strictly prohibited. Plagiarism is considered as a serious academic mis-conduct and the University will take action as it deems fit.

Section – A

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

- 1. Imagine that you are a marketing manager for a premium airline operating on some of the major routes in India. Explain how you will apply the STP framework to develop a comprehensive marketing plan.
- 2. In the airline industry, marketing intermediaries play a pivotal role in connecting carriers with consumers. Examine the various types of intermediaries—such as travel agents, online booking platforms, global distribution systems (GDS), and consolidators—and analyze their respective functions in the airline marketing ecosystem. How do these intermediaries influence consumer decision-making, pricing strategies, and brand visibility for airlines?

3. You've joined as the Market Research Manager for a fast-growing international airline. Your role is to generate insights that guide strategic decisions across global markets. Outline the key types of data you would collect and explain how this data would support segmentation, route planning, and service customization.
4. The seven Ps of marketing, namely the product, price, place, promotion, people, processes and physical evidence, are important to outline the marketing strategy for any airline company. Explain each of them.
5. Outline the different pricing strategies relevant to the airline sector.
6. Evaluate how a commercial airline can strategically integrate advertising, sales promotions, events and experiences, and public relations to enhance brand visibility and customer loyalty in a highly competitive aviation market.
7. Evaluate the impact of celebrity endorsements or social media influencer partnerships on airline brand perception. Provide suitable examples wherever applicable.

Section – B

Answer FOUR questions out of SIX questions and each question carries 05 marks. (4 x 5 marks = 20 marks)

8. Write a short note on how Airlines as primary service providers, yet product sales play a key role in their marketing strategy. Briefly explain how tangible offerings like ancillary services, merchandise, and in-flight retail complement the core service experience.
9. Write a short note on the demographic, geographic, psychographic and behavioural segmentation of the airline markets. Provide examples of each type.
10. Write a short note on frequent flyer programs. How can airlines leverage the frequent flyer programs for better customer engagement?
11. Write a short note on how airlines incorporate eco-friendly initiatives into their operations and marketing strategies.
12. Write a short note on how can airlines use experiential marketing (e.g., airport lounges, pop-up events) to enhance brand engagement?
13. Write a short note on the use of User Generated Content (i.e. travel blogs and vlogs) in shaping airline brand reputation.