

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

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

Academic Year: 2023-2024

Third Semester Repeat Examination (June, 2024)

**Paper IV – 2.3.10. Aviation Marketing
2.3.12. Aviation Marketing (Batch 2020-2022)**

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. FlyIndia is an Indian airline company that has decided to expand its business operations from current India based operations into the global aviation market. By defining the marketing mix elements with respect to aviation sector, explain how marketing mix can help FlyIndia to design the right marketing strategies for its global expansion. Provide suitable example to substantiate your answer.

2. Imagine that a leading airline company has hired you for the role of the marketing strategist. You need to take key decisions and assess the consumer market requirement for the aviation industry. Primary questions to be addressed by you include
 - a. Will a trip be made at all?
 - b. What mode of transport will be selected?
 - c. For air trips, what class of service will be purchased?
 - d. Which airline will be selected?

By considering the answers of the four questions above, develop a comprehensive marketing strategy that targets both consumers and customers of the aviation industry.

3. Air India owned by Air India Limited, a Tata Group enterprise and operates a fleet of Airbus and Boeing aircraft serving 102 domestic and international destinations. It is headquartered in Gurgaon. Outline a comprehensive social media marketing strategy tailored to the needs and objectives of the Air India. Consider the specific platforms and tactics mentioned in the text, as well as any additional strategies you deem relevant for the Indian market context.
4. **Scenario:** Heathrow Airport in London, the UK, the largest of the six international airports in the London airport system is one of the busiest airports globally. There is a requirement of modernization of the airport to cope up with the global market requirement but, the government ownership of the airport makes it challenging to take any decisions in this regard.

Imagine you are tasked with the responsibility of developing a marketing plan for the privatization of the Heathrow airport.

- a. Analyse the marketing implications of each privatization option: contract management, long-term lease, and sale. Considering Heathrow's brand reputation, passenger demographics, and competitive landscape, recommend the most suitable privatization option.
 - b. Outline a comprehensive marketing strategy tailored to your chosen option, addressing key objectives such as enhancing passenger experience, attracting new airlines, and optimizing revenue streams.
5. Due to the continual changes faced by the aviation industry, airlines are constantly challenged both from the factors such as evolving consumer tastes to global economic instability. Based on your understanding of the industry projections, how can airlines strategically align their marketing endeavours to meet the dynamic needs of passengers while ensuring profitability? Furthermore, how can airlines harness the power of technological innovations and data analytics to elevate customer experiences, optimize operational efficiency, and thrive in the digital realm of competition?

6. There continues to be an explosion in air travel, which makes it a very lucrative industry to be in. Imagine you are a marketing manager for a well-established full-service airline aiming to expand its market presence in international destinations. Develop a detailed plan outlining the utilization of major marketing channels and intermediaries to promote the airline's services effectively.
7. Investigate the factors influencing consumer airline choice among Asian international students. Based on the insights gathered from their evaluations of airline service attributes such as safety, in-flight service quality, and web booking convenience, analyse how these factors impact their decision-making process. Additionally, explore the significance of special offers, loyalty programs, and unique class offerings in shaping their preferences. How do cultural influences, past travel experiences, and word-of-mouth recommendations contribute to their airline selection? Provide recommendations for airlines to tailor their marketing efforts to better align with the needs and preferences of this consumer segment. If you are making assumptions, please state your assumptions.

Section B

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

- A. Porter's "Five Forces" and their application to the Airline Industry.
- B. Pricing Response and Pricing Initiatives in the Airline Industry
- C. Communication Mix and Communication techniques in the Airline Sector
- D. Marketing as the management process responsible for identifying, anticipating and satisfying customer requirements profitably.
- E. Role of promotion in marketing
- F. Greenfield Airport Policy of India